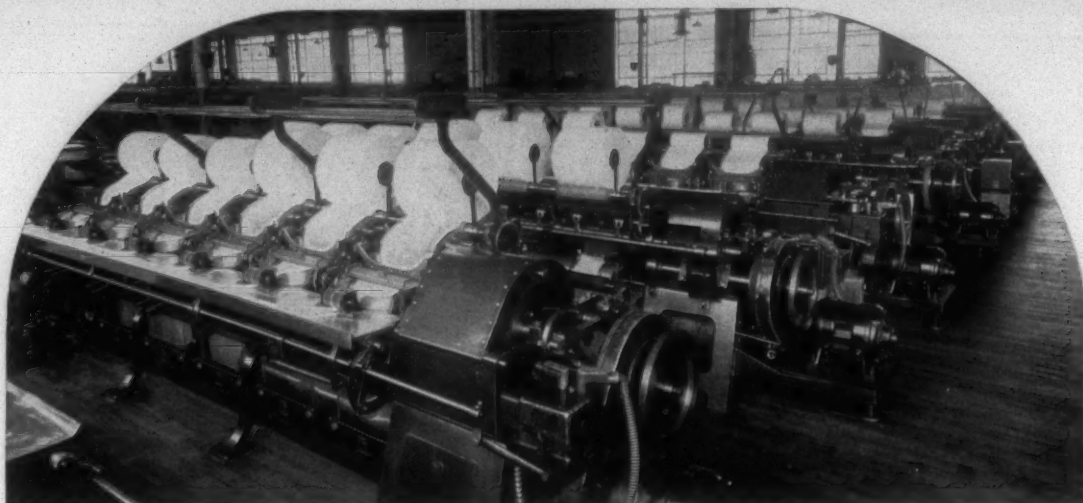


Monthly Knitting Number  
**SOUTHERN**  
**TEXTILE BULLETIN**

VOL. 42

CHARLOTTE, N. C., AUGUST 11, 1932

No. 24



## Another Reason Why Dixie *Durene* . . PUTS VALUE INTO YOUR FABRICS

**S**MOOTHNESS, elasticity, wear depend on long stapled yarns. With short staples, these qualities are mechanically impossible—with long staples they are **spun into** the yarn; easy to put into the fabric.

All Dixie durene is spun from selected Delta cotton. In addition, it is put through the combers illustrated above. These machines remove **every** fibre under the required length and parallel the remaining long fibres for the following operations necessary to produce the highest quality yarns.

This operation sends 16 to 20 per cent of our cotton stock to the waste bin, but it gives you a chance to knit smooth, elastic, durable fabrics that win buyers' okehs, and bring you repeat orders.

When you want to be **certain** of your value, use Dixie durene.

**Dixie Mercerizing Co.**

Chattanooga, Tennessee

DIXIE Durene . A Product



of Controlled Manufacture



**50% GREATER  
PRODUCTION**

**25% LESS  
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BARBER-COLMAN  
*IMPROVED*  
**SPOOLERS  
AND WARPERS**

**BARBER-COLMAN COMPANY**

ROCKFORD, ILLINOIS

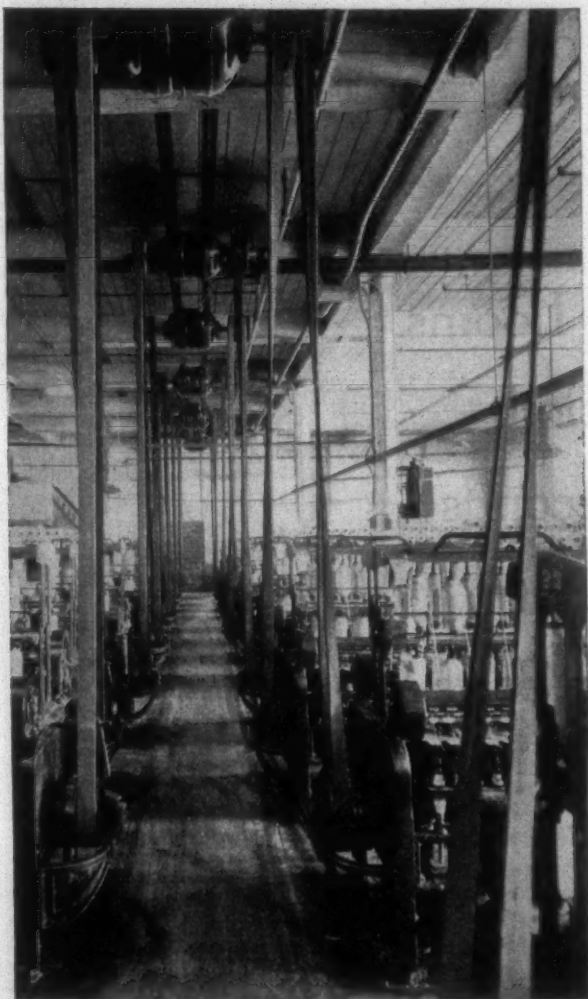
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GREENVILLE, SOUTH CAROLINA



# Why Experiment...

## WHEN GOODYEAR BELTING IS MILL-PROVEN!



**TUNE IN:** Goodyear invites you to hear the Revelers Quartet, Goodyear Concert-Dance Orchestra and a feature guest artist every Wednesday night, over N. B. C. Red Network, WEA and Associated Stations

**Y**OU know that belting, to stand the gaff on textile drives, must be designed and constructed with a thorough understanding of the rigorous requirements of cotton mill service. To buy belting that is not, is apt to be an unsatisfactory and expensive experiment.

From first hand experience as one of the world's largest cotton users, Goodyear has probably the most intimate knowledge of textile mill needs of any belting manufacturer.

As a result Goodyear has successfully developed special belting to withstand the brutal punishment of actual operating conditions. For example, Goodyear COMPASS (Cord) Endless Belt—the most nearly stretchless belt made—is a truly endless belt designed for Vertical Openers, Pickers, Tappers and Twisters. Goodyear THOR—seamless construction with protected edges—is standard specification now for long wear and low replacement costs on Cards, Frames, Slubbers, Spoolers, Looms, Slashers and Breakers.

Not only are Goodyear Textile Products *mill-proven*, but each is individually specified to its duty in your mill by the G. T. M.—Goodyear Technical Man—for most efficient and economical operation. That is why you make no experiment when you buy Goodyear Belting—why Goodyear is saving money for so many mill operators.

If you would like to know more about these belts, why not ask the G. T. M. to call? A card will bring him, addressed to Goodyear, Akron, Ohio, or Los Angeles, California, or your nearest Goodyear Mechanical Rubber Goods Distributor.

THE GREATEST NAME  IN RUBBER

# GOODYEAR

**TEXTILE BELTING**

More Yards of Cloth  
Per Loom or  
Per Weaver  
On X Model Looms  
And Better Cloth  
With Less Seconds  
Figure This Out  
In Production Costs  
For Your Own Mill

**DRAPER CORPORATION**

Hopedale Massachusetts

Southern Offices    Atlanta Ga and Spartanburg S C



# SOUTHERN TEXTILE BULLETIN

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CHARLOTTE, N. C., AUGUST 11, 1932

No. 24

## Cotton Estimate is 11,306,000 Bales

Washington.—The Department of Agriculture Monday forecast an 11,306,000-bale cotton crop for this year, 5,790,000 less than last season's production, and thereby sent the principal markets in that commodity surging upward.

The prediction was nearly 1,000,000 less than any private estimate had been and the market's reaction to the bullish news was to send prices up \$5 a bale in both New York and New Orleans.

The department gave two main reasons for the startling drop in production: First, the boll weevil; second, the lack of the use of fertilizer and consequent smallness of plants.

Another factor in the price increase was a report that banking interests were looking with favor on the organization of a syndicate of mills to purchase cotton at present prices for future use.

Eugene Meyer, governor of the Federal Reserve Board, has discussed such a plan for officials of the Farm Board, which with some of its agencies holds approximately 3,000,000 bales.

Chairman Stone, of the board, said the low forecast would not alter the board's plan to sell 650,000 bales in the crop year beginning August 1, 1932.

### BOLL WEEVIL

That old familiar pest of Dixie, the boll weevil, has had Nature on his side throughout the present cotton-growing season. The department said infestation was general throughout the belt, but particularly in the delta lands along the Mississippi River, where the heaviest planting has taken place.

The aid of Nature came in the form of a wet season which encouraged the multiplication of weevils in many places. A continuation of such weather, the department said, would cause a loss from weevils even more than seems probable at this time.

The difference in this year's crop and last year's on the basis of today's forecast would more than absorb the holdings of the Farm Board and its agencies, but Chairman Stone warned that in addition to that 3,000,000 bales, there were approximately 10,000,000 bales being held in storage and in compresses throughout the country.

He added that a pick-up in textile production, which he said seemed probable, would cause rapid inroads into this surplus, as much of it is held by professional traders or mills.

Stone said production costs per bale this year would be the lowest in recent farm history.

### LESS FERTILIZER

The department, in commenting on its forecast, said the lack of the use of fertilizer was explained by the

farmer's effort to lower cost of production within the price received for the raw product.

The forecast showed the condition of the crop on August 1 was 65.6 per cent of normal compared with 74.9 a year ago and 66.4, the ten-year average.

The indicated yield of lint cotton was placed at 149.6 pounds per acre compared with 201.2 pounds last year and 151.4 pounds, the ten-year average.

The first ginning report made public Monday by the Census Bureau showed 70,978 running bales, counting round bales as half bales, already had found its way to the gins this season. This compares with the abnormally low figure of 7,807 for 1931 and the approximately normal figure of 78,188 bales for 1930.

The Census Bureau report on this year's supply and carry-over of cotton will be made next week. Secretary Hester, of the New Orleans Cotton Exchange, has estimated the carry-over in this country on July 31 at 12,911,000 bales as compared with 8,710,000 bales a year ago.

World consumption of United States cotton for the year ending July 31 was estimated by Hester at 12,580,000 as compared with 11,045,000 the previous year.

Exports for this crop year have been nearly 2,000,000 bales more than last year, totalling 8,258,072 for the 11 months ending with June, as against 6,500,868 for the same period a year ago.

### FIGURES BY STATES

The August condition and indicated total production, by States, follow:

State	Condition	Indicated Production
Virginia	71	35,000
North Carolina	71	509,000
South Carolina	65	590,000
Georgia	60	842,000
Florida	57	20,000
Missouri	81	224,000
Tennessee	69	392,000
Alabama	59	950,000
Mississippi	60	1,148,000
Louisiana	62	500,000
Texas	69	3,826,000
Oklahoma	70	776,000
Arkansas	70	1,213,000
New Mexico	70	78,000
Arizona	91	81,000
California	91	113,000
All other States	70	9,000
Lower California	85	11,000

Lower California, Old Mexico, not included in United States total production, nor in California.

# Cotton Crop of the United States-- 1931-32

THE following figures are from the annual report of Secretary H. S. Hester, of the New Orleans Cotton Exchange:

The commercial crop of the United States (that is, the amount marketed) for the year ending July 31, 1932, amounted to 14,898,271 bales, showing an increase over the marketing for 1930-31 of 1,005,116 bales.

The increase compared with last year was entirely in Texas and the "Other Gulf States," the Atlantic States showing a marked decrease.

The figures in round numbers are: Texas, over last year, 1,152,000. Other Gulf States 900,000 over last year; Atlantic States under last year 1,047,000.

These figures, it must be remembered, refer to the commercial crop, or amount marketed, and not to the growth. In other words, the growth, as indicated in the table below, was 17,648,000, whereas the commercial crop was 14,898,000, or 2,750,000 less.

The crop was better than last year, in grade, body and staple averaging a shade less than middling to strict middling.

In Texas and Oklahoma, the average was middling to strict middling; in Louisiana, Arkansas and Mississippi the average was better than middling, though the Memphis district, which embraces handlings from most of the Gulf States, reported an average of strict low middling; in the Carolinas, Georgia, Alabama and Virginia, the average was slightly better than middling.

Grade comparisons with the six previous crops are as follows:

- 1931-32—Middling to strict middling.
- 1930-31—Middling.
- 1929-30—Strict low middling to middling.
- 1928-29—Strict low middling to middling.
- 1927-28—Middling to strict middling.
- 1926-27—Strict low middling to middling.
- 1925-26—Strict low middling.

The season has again been one of uncertainty and dissatisfaction, to put it tersely, with superabundant supplies and poor trade. The high level of values, based on the ten-market averages, was in August and the low in June, with intermediate variations, ending with an average drop for the year compared with last year's average, of 3.72 cents a pound, or, say, about nineteen dollars a bale under last year's average. In this country, the mills South and North bought about the same but consumed less while, attracted by the low prices, the demand from abroad was better. With all this, we are left with a carry-over of proportions unequalled in the annals of the trade; an amount though that is largely offset by the remarkably low prices which it is hoped and believed will not only serve to successfully compete with foreign growths but go far towards neutralizing the apparently unfavorable statistical situation.

Comparisons of the carry-over of lint cotton are appended for the three past years and for 1920-21, the latter due in a measure to a holding movement in the Atlantic States, viz.:

	(In Thousands)			
	1931-32	1930-31	1929-30	1920-21
In United States.....	9,480	6,126	4,055	6,374
In Foreign Countries...	3,431	2,584	1,884	2,325
Totals .....	12,911	8,710	5,939	8,699

We have to go back to 1914-15 to find, in recent days, anything like an approximate analogy for the present outcome in values received for our cotton, and even then the total was better than that of the past year.

In 1914-15, it was not until the new crop began to move freely that the force of the panic brought about by the European War scare was realized, and while the re-opening of the exchanges, which had been closed from July 31 to November 16, brought about a steadier feeling, it was some time after that before the demoralization was overcome. It was in October that the lowest figure of 6½ cents was recorded in New Orleans, but there were many bales in the interior, in Texas especially, on the basis of 5½ and 5¾ cents for middling.

This (1914-15) is the year to which we have since constantly referred as an example of depression in our great staple, a year in which we had also a bumper crop. And yet we marketed in 1914-15 slightly over fifteen million bales for \$593,000,000, while, during the past season, we marketed nearly as much (14,898,000) for barely \$457,000,000 or, say, \$136,000,000 less.

For the time being, bottom was reached in 1914-15 from the standpoint of values and with few exceptions for the succeeding years, up to last year, the records indicate that regardless of bales produced the South made billion dollar crops and over (one year, 1919-20, exceeding two billions) and if history repeats itself, it is not impossible, or perhaps improbable, that the pendulum this year has swung to extreme low for cotton of a kind the world needs and must have; that price, compared with other growths, counts over and above existent supply.

Again the one bright spot has been our sales to the Orient. Japan, China and India, appreciating our low priced cotton, have increased their takings by one million, eight hundred and fifty-six thousand bales. In face of the world-wide depression, there has been a steady stream of our cotton to Japan and China, which have largely substituted American for other growths in their consumption, and India has more than doubled her relatively liberal takings of last year.

Of the exports, which, in round numbers, amounted to 8,831,000 bales (an increase of 1,904,000) Japan led with 2,322,000, an increase over last year of 1,083,000; Germany came next with 1,632,000, a reduction from last year of 67,000. We sent to Great Britain 1,372,000 bales which was 282,000 more than last year. France



took only 485,000, which was under last year by 453,000; to China we exported 1,090,000, an increase of 650,000; and to Italy we sent 671,000 bales, an increase of 183,000; while Spain took 315,000 against 257,000. Reference is made to details of exports by countries printed elsewhere.

As above stated, the average grade of the crop was middling to strict middling and the average price obtained for the crop as reported by the Bureau of Agricultural Economics based on the ten markets designated by the Secretary of Agriculture, was 6.01, a difference of eleven-one-hundredths of a cent from a compilation based on the monthly in sight figures.

The high for middling for the year was 7.32, on August 1, and the low 7.46 on June 9. The average value of middling based on the ten markets was 5.89 cents, comparing with 9.57 last year, 17.24 year before last and 18.92 in 1928-29.

The average commercial value per bale of lint cotton was \$30.67, against \$49.86 last year, \$88.10 year before last and \$96.92 in 1928-29.

#### CARRY-OVER JULY 31

(In thousands of bales)

	1932	1931	1930
Southern Mills	1,042	763	809
Counted interior towns	7,733	1,001	719
Uncounted Towns and Plantations(a)	3,250	1,497	977
Total held in Cotton Belt	6,025	3,261	2,505
U. S. Ports	(b)3,400	(d)2,782	(f)1,548
Northern Mill Stocks	367	362	334
European Mill Stocks	720	630	620
European Port Stocks	1,173	1,204	821
Stocks in Interior and in transit outside of the Cotton Belt	226	141	73
Japanese Port and Mill Stocks and afloat	893	426	318
	12,804	8,806	6,219
Other Foreign Port and Mill stocks and afloat	645	324	125
Total Carry-Over	13,449	9,130	6,344
Linters carried over	538	420	405
Lint Cotton carried over	12,911	8,710	5,939

(a) Including	44,000	Bales new crop of	1932-33
(b) "	27,000	" " " "	1932-33
(c) "	7,000	" " " "	1931-32
(d) "	4,000	" " " "	1931-32
(e) "	41,000	" " " "	1930-31
(f) "	22,000	" " " "	1930-31

The story of American mills has again been one of gloom and depression, culminating in a further decrease in the year's consumption of lint cotton of 342,000 bales, making a total falling off for the past two seasons of 1,180,000 bales. As a whole, the season, especially in the South, may be characterized as irregular. During the early months there was a strong effort to recuperate and up to January many mills ran full time; but after that operations were curtailed, some mills to the extent of 25 per cent but mostly 50 to 60 per cent of capacity. But few of the mills reporting "full time" ran at night. It is the same story of narrowed margins and, with many, inability to make a new dollar for an old one. There is an underlying feeling, however, that any change must be for the better, notwithstanding a preponderating sentiment of uncertainty.

Reference is made to annexed statistics of takings, consumption stocks, etc.

#### NORTHERN MILL TAKINGS AND CONSUMPTION

(Including Linters)  
AMERICAN COTTON  
Year Ending July 31  
(In Thousands)

	This Year	Last Year
Stock beginning year	362	334
Takings year	*1,102	1,465
	1,464	1,799
Consumption year	*1,097	1,437
Stocks close year	367	362

\*Inclusive of Foreign, and including California.

#### SOUTHERN MILL TAKINGS AND CONSUMPTION

(Including Linters)  
AMERICAN COTTON  
Year Ending July 31  
(In Thousands)

	This Year	Last Year
Stocks at beginning year	763	809
Takings for year	*4,529	4,273
	5,292	5,082
Consumption	*4,250	4,319
Stocks close year	1,042	763

\*Exclusive of California and Foreign cotton.

#### CONSUMPTION OF FOREIGN COTTON

Consumption of foreign cotton by American mills, North and South (totals of which will be found below) shows a decrease of 61,000 five-hundred-pound bales compared with last year and a decrease under year before last of 183,000.

#### WORLD'S VISIBLE AND INVISIBLE SUPPLY

Close of July

##### AMERICAN COTTON

	1932	1931	1930
Mill Stocks in U. S. close July	367	362	334
Mill Stocks in Europe close July	720	630	620
	1,087	992	954
Japanese Port and Mill Stocks and afloat	893	992	954
Other Foreign Port and Mill Stocks and afloat	645	324	125
	2,625	1,742	1,397
Visible Supply American, excluding Orient	6,306	4,988	3,088

Total Visible and Invisible Supply close July, including Japan and other foreign stocks

Note—Mill stocks in America embrace only Northern mills; stocks held by Southern mills July 31 are counted in the old cotton left over in the cotton belt and are not included in the Commercial Crop.

#### WORLD'S CONSUMPTION AMERICAN COTTON

Year Ending July 31  
(In Thousands)

	1931-32	1930-31
Visible and Invisible beginning year	6,730	4,485
In Sight Year	*15,545	14,107
	22,275	18,592
Visible and Invisible close year	8,931	6,730
	13,344	11,862
Burned at ports	13	6
World's Consumption American Cotton	13,331	11,856
Lint Cotton Consumed	12,580	11,045
Linters Consumed	751	811
	13,331	11,856

\*Minus 85,000 increase in transit.

(Continued on Page 27)

# South Leads in Installation of Full-Fashioned Equipment

IN the past several years the Southern States have led all other sections in the installation of full-fashioned hosiery machines, this equipment in the South being increased, from March 1, 1929, to March 1, 1932, from 7 to 14.1 per cent of the total machines in operation in the country. These figures are shown in a survey by Industrial Research Department of the Wharton School of Finance at the University of Pennsylvania. Extracts from the survey follow:

Table 1 shows that, measured by number of machines, the Philadelphia district is still, in 1932, the leading center of the full-fashioned hosiery industry, with Reading the second largest district. In Pennsylvania there is located 57.5 per cent of the knitting machinery of the entire industry. Equipment in Southern mills represents slightly more than 14 per cent of the total knitting machines.

TABLE 1

PERCENTAGE OF MACHINES, PRODUCTIVE CAPACITY AND PRODUCTION CLASSIFIED BY PRODUCING DISTRICTS

Producing District	March 1, 1932		November, 1932
	Machines in place	Productive Capacity	Production
Philadelphia	30.3	32.0	31.2
Reading	17.2	14.7	14.6
Other Pennsylvania	10.0	10.7	9.4
West	15.1	19.4	20.0
New York-New Jersey*	9.3	4.0	4.1
New York-New England**	4.0	2.7	2.3
North Carolina	8.6	11.3	13.2
Other South	5.5	5.2	5.2
Total	100.0	100.0	100.0

\*New York-New Jersey district includes the northern Jersey and southern New York regions.

\*\*New York-New England district includes the northern New York section and the New England States.

It is significant that the geographical distribution of estimated productive capacity varies somewhat from the distribution of machines. Many factors contribute toward these differences. Productive capacity is dependent not only upon the number of machines in place but also upon total sections, speed of machines, hours of labor, shift policy, type of goods manufactured, efficiency of labor and of management, and upon still other important factors. The comparison made by Table 1 of the location of machines with the location of productive capacity shows something of the difficulties that arise by using the relative number of machines as a measure of the comparative importance of the hosiery producing areas.

With variations in the number of sections per knitting machine becoming more general, it is increasingly evident that the machine section provides a better unit of equipment measurement than the knitting machine. Table 2 compares the geographical distribution of machine sections with the estimated productive capacity of November, 1931, in order to explain this point of view.

The distribution of machine sections compares very closely, in practically every instance, with the distribution of productive capacity. It should be remembered that the productive capacity figures have been secured from the estimates of several hundred manufacturers who computed what they judged their individual plants could

produce when operating at full capacity. This check makes it appear desirable to consider, not only machines, but machine sections as an important unit of measurement in taking this inventory of the machine equipment of the full-fashioned hosiery industry. Naturally, other factors than the machine section also have an importance in this connection.

TABLE 2

PERCENTAGE OF MACHINE SECTIONS AND PRODUCTIVE CAPACITY CLASSIFIED BY PRODUCING DISTRICTS

Producing District	March 1, 1932	November, 1931
	Machine Sections	Productive Capacity
Philadelphia	32.1	32.0
Reading	14.6	14.7
Other Pennsylvania	9.0	10.7
West	17.5	19.4
New York-New Jersey	9.7	4.0
New York-New England	3.4	2.7
North Carolina	8.9	11.3
Other South	4.8	5.2
Total	100.0	100.0

From 1929 to 1932, a number of significant changes have occurred in the relative importance of the various producing areas. The nature of the data secured in the March 1, 1929, survey makes it necessary to consider such changes in knitting machines in place. The limitations of this unit of measurement have just been explained. Percentages of the total number of machines in place in each producing area in 1929 and in 1932 are shown by Table 3.

TABLE 3

A COMPARISON OF MACHINES IN PLACE IN PRODUCING DISTRICTS 1929 AND 1932

Producing District	Percentage of Total Machines	
	March 1, 1929	March 1, 1932
Philadelphia	33.0	30.3
Other Pennsylvania	28.4	27.2
West	14.6	15.1
New York-New Jersey-New England	17.0	13.3
South	7.0	14.1

During the past three years, each producing district showed an increase in the total number of machines in operation. However, in a number of instances, the relative importance of the several districts changed to a notable extent. Outstanding is the decline in relative importance of the Philadelphia and of the New York-New Jersey-New England producing areas. In 1929, Pennsylvania accounted for 61.4 per cent of total machines as compared with 57.5 per cent in 1932. In contrast, there was a significant increase in the percentage of machines that were operated in the Southern district. As compared with its total of 7 per cent of the machines in 1929, the South now operates 14 per cent of the total machines of the industry.

The Southern district is, however, of even greater importance from the standpoint of capacity than is evident from the mere fact that it operates 14 per cent of the equipment of the industry. It has already been noted that, for November, 1931, the South reported a productive capacity equivalent to 16.5 per cent of the total for

(Continued on Page 23)



# DU PONT MILLING COLORS

## *have* *Good Fastness Features*

**GOOD FASTNESS**  
*to light & perspiration*



### YELLOWS

du Pont Milling Yellow GN (PAF)  
du Pont Milling Yellow 3G Conc. \*  
du Pont Milling Yellow 5G Conc. \*  
du Pont Milling Yellow R Conc.

### ORANGES

du Pont Milling Orange R Conc.  
du Pont Milling Orange RN (PAF)

### REDS

du Pont Milling Red SWG  
du Pont Milling Red SWB  
du Pont Milling Red B Conc.  
du Pont Milling Red 3B Conc.

### VIOLET

du Pont Milling Violet R Conc

### BLUES

du Pont Milling Blue G Conc.



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**GOOD FASTNESS**  
*to washing*



**GOOD FASTNESS**  
*to salt water*



THESE milling colors find considerable use for dyeing both pure and tin-weighted silks; particularly for weighted silks, because of their generally good affinity for this fiber. Besides this they are used as shading colors for the wool in cotton and wool unions because of their excellent neutral dyeing properties.

The du Pont milling colors possess good fastness to washing, salt water, perspiration and light. For these reasons they are suitable for dyeing yarns for the manufacture of bathing suits.

Write for samples and prices today. And remember—our Technical Service Department is always available to help solve your dyestuffs problems.

\*EXCEPTION  
These 2 colors are not particularly well adapted for dyeing \*in-weighted silks.

# DYES FOR SILK AND WOOL

E. I. DU PONT DE NEMOURS & CO., INC., Dyestuffs Division, Wilmington, Delaware

SALES OFFICES: Boston, Mass., Charlotte, N. C., Chicago, Ill., New York, N. Y., Philadelphia, Pa., Providence, R. I., and San Francisco, Calif. Represented in Canada by Canadian Industries, Limited, Dyestuffs Division, Canada Cement Building, Montreal, Canada

## Cotton Goods Sales Show Good Volume

"Sales for the week were most satisfactory as to volume. The large demand for carded broadcloths in practically all constructions has continued, with the result that most constructions are now comfortably sold ahead and fair advances in prices have been secured. Print cloths 36-inch and narrower were again in strong demand and many constructions are sold up, with premiums being paid for nearby deliveries. Not alone has the bag trade continued to buy these constructions but we have had considerable demand from the converters as well. Towels shared in the improved demand, as well as most lines of colored goods, and orders on sheets and pillow cases continued large. We have been interested in some of the department store advertisements in which they advise purchasers to stock up at present low prices for their requirements for the next year or two," the Hunter Manufacturing and Commission Company reports.

"What the primary market needs now is an improved demand for finished goods and, while this is to be expected as we are approaching the season for buying these goods, the movement has not yet become general nor is the total volume in line with the sales of grey goods.

"There are many instances of extremely low inventories not alone with the jobbers and the converters but the retailers as well. As an example of this, one of our large customers showed as of June 30 just about one-third the inventory that they carried a year ago and at that time their stock was only about one-half of what was considered normal inventory.

"We are building a foundation for a much stronger market and a few more weeks of activity will show us an entirely different picture if the mills sell sufficient goods so that the continued selling pressure, which we have experienced for almost three years, can be definitely lifted. Then should follow an evening up of prices on various constructions to their relative values, and when this point is reached it is our belief that we can look forward to a period of satisfactory business. General sentiment has again improved and it seems that at last constructive influences are getting the upper hand."

## Textile Industry As Viewed By An Outsider

(By S. S. Preston, Merchandising Division, John Falkner Arndt & Co.)

As a bachelor or old maid have more suggestions for the proper upbringing of a child than a parent, so an advertising man with merchandising experience will endeavor to give a few suggestions in the hope that they may be helpful to someone in the textile industry.

First of all, the textile industry as a whole is a non-advertising one. However, several companies have conducted very successful campaigns and have secured consumer acceptance of their products which shows on the face of it that if up-to-date merchandising methods are used that it is possible to get the attention of the women buyers, and to ask for a certain brand or mill make.

Let us look at one of the branches. Take shirts for men, the only name found is that of the fabricator though all he does is to fashion the material into a garment (madras, broadcloth, etc.) and if the material is above average the manufacturer cannot get an added price for the reason that the mill name or brand does not command a premium with the consuming public, consequently

there is no particular use in buying quality material. This is forced back on the mill that there is no use in trying to make a superior product for no higher price can be secured for it; hence quality is not one of the primary objects in this branch of the industry and lowering prices has brought lowered quality.

Now let us apply this same general condition to the alloy steel business.

The manufacturer who makes the sheets or shapes, stamps on his product the name or trade mark and this goes through the fabricator of the window frame or store front or whatever it may be and the fabricator sells this product made by him of the trademarked steel and the alloy steel in itself has built up good will of its own. If, however, the weaver would let the public know that their product is good and where it can be purchased, the shirt manufacturer would soon find it to his advantage to utilize the good will created by the weaver.

The whole selling structure has made radical changes within the past decade. In iron and steel the jobbers have practically disappeared due to economic conditions. The same conditions affected the textile industry but they have not changed and today the mills in few cases control the selling of their product. A jobber will represent several mills and it is only natural the business will go to the lowest mill bidder.

Conditions are different in textiles, you say, than in anything else and if it were to the advantage to make the change it would have been made, but is it not true that the same basic conditions effect all manufacturers more or less the same—labor, duty, cost and so on. It makes no difference if it is the copper business or rugs and yet the only progressive movement seems to be along the lines of some associations. Properly run, these would be a big help and should be extended.

The main issue is to control your own market by making a superior product and let the public know what mill makes it and who uses it or where it can be purchased. Quality will then become a major issue and price a minor one.

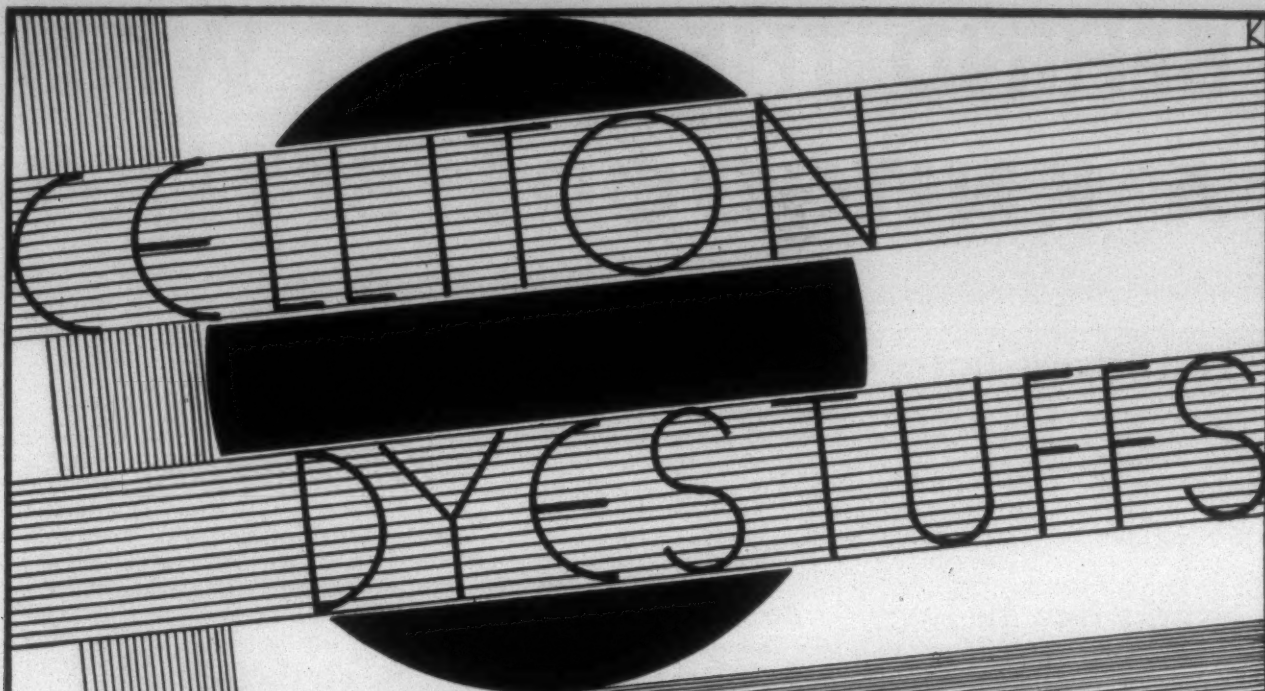
## Cotton Fabric Valuable in Road Construction

After six years of service under general traffic conditions on stretches of South Carolina highways, cotton fabric used as bonding material has conclusively demonstrated its value in road construction. According to the Cotton-Textile Institute, a report by Charles H. Moorefield, South Carolina highway engineer, discloses that the fabric is still sound and apparently as strong as when it was installed. Furthermore, by holding the roadbed intact, where used, it has reduced the maintenance cost. Concurrently, the cotton fabric has contributed to public convenience because the greater permanence of good road surface where it was installed has eliminated interference with traffic attendant upon repairs or renewal.

Mr. Moorefield, who was the pioneer in this use of cotton, applied it to road building in the belief that it would strengthen the surfacing. The results have fully justified his confidence. A recent examination of the first section installed, he reports, shows the fabric to be intact and still highly durable.

"The cotton fabric," he says, "unquestionably served to strengthen the surfacing and to reduce raveling. In this first section there is very little evidence of raveling, even at the extreme edge. By holding the roadbed intact, the maintenance cost is reduced and necessary re-trenchment made less frequent."





WILL  
DYE AND PRINT  
ACETATE SILK  
in all desirable shades  
with excellent fastness  
and good color value

**GENERAL DYE STUFF  
CORPORATION**



230 FIFTH AVENUE, NEW YORK, N. Y.

# BEHIND THE SCENES WITH A KNITGOODS STYLIST

## LAST MINUTE NOTES ON KNITTING FASHIONS

by *H*ARWOOD

### "SHINE ON"—OR OFF?

We noted with a great deal of interest that three leading department stores on Fifth Avenue featured the word Ingrain in their hosiery promotion during the past week.

At Lord & Taylor, an advertisement offered ingrain; at Franklin Simon's, a counter display showed the word prominently lettered; B. Altman ran a substantial and very explicit advertisement in the newspapers, on the general subject of Ingrain stockings. We reproduce the advertisement here.

#### B. ALTMAN & CO.

Because they're beautiful!  
that's why you'll want these

### Ingrain Hose

by Propper 1.65

There's a loveliness about Ingrains found in no other stocking. Lots of women wear no other kind. They are clearer in color, more lustrous in texture—because the silk is dyed before it is made into the stocking. This Propper chiffon is sheer and luxurious; it will make your very finest frock seem finer. The "sun tones" look like amber! Be sure to see Duobone, Turf Tan and Cyclamen.

#### MAIN FLOOR

Also featured at our East Orange and W. 54th Street Stores  
Fifth Ave. • 24th St., New York • Mitter Hill 2-7000

Now to this fashion organization, the deliberate promotion of ingrain in the midst of a season noted for its enormous percentage of dull finish demands, is something to be investigated; for there are practically no ingrain being offered to date with a decided dull finish, and there is just enough shine on an ingrain to make selling quantities of them a question.

The answer, according to the buyers who claim to have "felt out" the consumer's reaction with this initial ingrain promotion, is twofold; the natural lustre on an ingrain is not enough to upset the average customer, and the quality story that can be told about them is most timely, now when women are tiring of del-

uges of shoddy merchandise offered as super-fine.

If this is true, well and good for ingrain manufacturers. The only way to know is of course to try it out on a considerable feminine buying group, and note their reactions. Our bet is that by consistently stressing the extra clearness in this type of hose, it is possible to educate women to accepting them, shine and all, as the superior and fashionable thing to wear.

By manufacturers of both dips and ingrain, this new retail promotion should be carefully watched and followed up wherever possible, to discover whether ingrain should be left with shine and sold on their other qualities—whether they should be finished dull—whether dip dyed hose has a potentially real competitor here—or whether there is any possibility of lustrous hose returning as a fashion note. As to the last, most people would say emphatically "No," but we say once more, stranger things than this have happened, even after four or five successive seasons when it has seemed as if a certain style was out for good. To date, however, there are no indications of a swing back to shine at all.

### THE NAVY BLUES

We saw a sad sight yesterday, in a flourishing department store that should have known better. One whole counter was spread with boxes of navy blue hose, offered for clearance at \$.50 a pair. These were stockings intended to sell for around \$1.95; and the conclusion is that one more lesson about this highly dangerous hosiery color has been learned.

Fashion authorities say navy is going to be good for Fall and for next Spring, too. We firmly believe that this color should be marked

### WHAT IS YOUR STYLE PROBLEM?

This monthly feature must of necessity be general and of fairly wide scope.

The reactions of our readers and their inquiries indicate that each has his own style problem, peculiar to himself.

We want to help you. We are glad to answer specific style questions. There is no charge. Write to:

HARWOOD

40 East 41st Street

New York, N. Y.



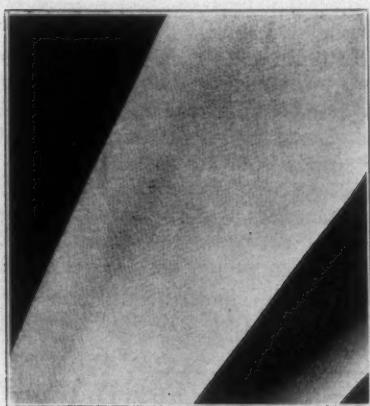
"For fabrics, millinery and leathers only; hosiery manufacturers keep off."

Two Fifth Avenue stores report that they intend to stock a full line of meshes for Fall. Others claim they have not yet decided whether to push them forward or to have a few basic mesh styles in the staple shades. To date, meshes of all descriptions are still being displayed plentifully on all the counters.

### CHARDONIZE, NON-RUN

A decided crepe finish, in a run-resistant (no runs downward) stocking is being offered by Abraham & Straus. It is constructed of Chardonize, with the excellent dull finish characteristic of that yarn. This partial non-run stitch is a delicate-looking affair which looks more like a chiffon than a mesh fabric. The portion of fabric shown in the accompanying photograph is from one of these stockings made on a 320 needle Model K spiral machine.

Here is a stocking, supposed to retail for around \$.39, which successfully adopts the good selling points of much more expensive hose. The finish, the new non-run construction, and the fact that it is shown in good colors for the season's fashions, all prove that right style "can be done," even in low price merchandise.



### THAT INEVITABLE NEUTRAL

Another quick trip around the hosiery haunts has brought out the fact—the perennial fact, we might say—that the taupe shade will be the best seller. By taupe we have no doubt the persons who called it

that meant everything from grey-beige to grey-brown; but there is one thing indicated by all—it is a *neutral* shade, to be worn with any color you can think of!

A cable in the August 15th issue of Vogue Magazine will mention fig shades for hosiery—"the inside of ripe figs" which would seem to us, unpractised fig-eaters though we be, a dangerous hosiery shade on account of a predominant reddish cast, which almost invariably washes out to pink—the bete noir of stocking wearers. A good color for a very few expensive pairs, perhaps; but as a volume color the "pinks" should be avoided this season as they have been for several, in spite of the return to wine reds in textiles and accessories.

### DOLLAR SIGNS

As promoters of better clothes for women and better styled merchandise for those women to choose from, we heartily approve the tendency we have noted lately among retailers to put their best feet forward, quite literally, by displaying and advertising and pushing in preference to cheapest lines, the slightly better grades and prices of hosiery. Women *can* be won back to paying a decent price for stockings. But naturally, the focal point of all this educational work is the manufacturer, who decides whether or not the stocking is to be "cheap" merchandise or something that is worth a little more.

Lord & Taylor, for instance, displayed a large placard in the hosiery department reading "Pay a little more for a really good pair of stockings like our Number so and so, and see what a difference it makes." This is a splendid idea, provided the stockings back it up. It is an opening every hosiery manufacturer ought to be delighted to jump into—a chance to go back to making a good product and getting a good price for it.

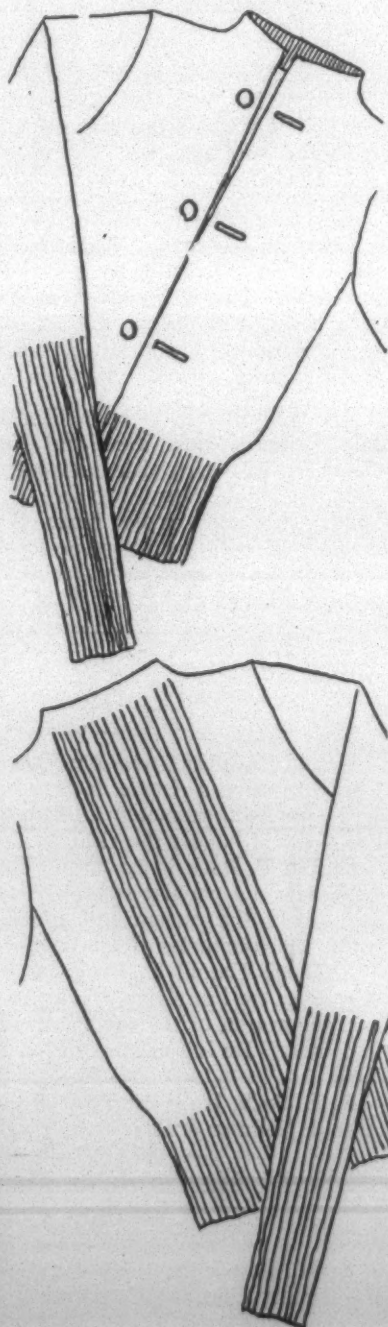
PAY A LITTLE MORE FOR  
A REALLY GOOD STOCKING

Our #55  
is \$1.65

AND SEE WHAT A DIFFERENCE  
IT MAKES!

### KNITTED FOR FREEDOM

Knitting machines can be put to work on suede jackets. Two of the better sportswear departments in New York are showing a preference for a jacket that combines suede with knit fabric in a way to give maximum freedom, in golf and such active sports, to the arms and shoulders. One of the models, which we have sketched, uses the knit fabric generously—sleeves knitted to just above the elbow, wide insert of fabric in the back, continuing up far enough so that there is plenty of play across the shoulder blades.



## PERSONAL NEWS

H. S. Pos, chief purchasing agent for the American Enka Corporation, Asheville, has returned to the plant after a trip to Holland.

R. A. Littlejohn has resigned as overseer of weaving at the Mills Mill No. 2 and accepted a similar position at the No. 4 plant, Pelzer, S. C.

John E. Smith has been promoted from second hand to overseer of weaving at the Mills Mill No. 2, Woodruff, S. C.

Hearn Swink, who has been a member of the office force of the Cannon Mills Company since 1926, has been elected secretary of the company to succeed the late T. T. Smith. He is the youngest officer in the company.

W. D. Anderson, president of the Bibb Manufacturing Company, has been elected chairman of the Print Cloth Committee which represents the majority of print cloth mills and sales agencies. He succeeds Dr. W. C. Hamrick, of Gaffney, who retired on account of other duties.

Karl Kologiski, Jr., of the sales force of the Keystone Lubricating Company, Philadelphia, narrowly escaped death in an automobile accident near Jacksonville, Fla., last week. The car in which he was riding turned over nine times, went off an 18-foot embankment and was nearly demolished, but Mr. Kologiski escaped with only minor injuries.

The many friends of Falls Thomason, of the Southern sales force of New York and New Jersey Lubricant Company, will learn with much regret of the death of his youngest child, Peggy, age five, who passed away last Sunday afternoon at her home in Charlotte. She was severely ill with scarlet fever for several weeks. The little girl was a granddaughter of Lewis W. Thomason, Southern manager of the N. Y. & N. J. Lubricant Co.

### Harold T. Buck Takes Charge of Atlanta Office

Harold T. Buck, who has been connected with the Charlotte office of Arnold, Hoffman & Co., of Providence, R. I., has been promoted to manager of the Atlanta office and will handle the Georgia and Alabama territory.

Harold T. Buck is a son of Robt. E. Buck, of Charlotte, who is a popular veteran of textile chemical trade, and enjoys the esteem and friendship of most of the cotton manufacturers of the South.

Although Harold T. Buck has not been in the field very long, he has shown ability as a salesman and has won the respect of the mill men with whom he has come in contact. He is a member of the Rotary Club of Charlotte.

R. E. Buck, Jr., is in charge of the Greenville office of Arnold, Hoffman & Co.

### E. W. Martin Sales Manager Tubize Chatillon Corp.

E. W. Martin has been appointed sales manager of the Tubize Chatillon Corporation, H. N. Cappel, vice-president in charge of sales, announced. Mr. Martin for

the past two years has been in charge of the Philadelphia office of the corporation.

Mr. Martin, who is thirty-five years old, has been affiliated with the textile industry for the past thirteen years, having originally started with the Booth Manufacturing Company in New Bedford, working through the carding, spinning, weaving and designing departments. Later he became connected with the sales force of the Harding Tilton & Co., cotton yarn department, representing them in the New York and Pennsylvania territory. When the Nyanza Mills opened their own sales department, he joined them in charge of the New York City and Pennsylvania territories, and left the Nyanza Mills to join the Tubize company.

### Terrell Machine Represents Economy Baler Co.

The Terrell Machine Company, Charlotte, manufacturers and sales agents of textile machinery, have been appointed sales agents in Virginia and the Carolinas for the Economy Baler Company, of Ann Arbor, Michigan. The presses manufactured by the Economy Company are widely used by Southern mills and appointment of the Terrell Machine Company gives the company excellent representation in this territory.

### Print Cloth Curtailment to Continue

At the meeting of the print cloth mills at Spartanburg, S. C., sentiment was in favor of the plan for continuing the curtailment of production. Under the proposed program, the mills will operate under the following program until the end of the year:

Mills that normally operate 55 hours weekly would limit their schedules to 50 hours; mills normally working 105 hours would not run more than 80 per cent and mills normally running more than 105 hours would limit work to 75 per cent of their normal schedule. In addition, the mills are urged to curtail to the extent of one week's production during August and one in September. It is thought that leaders of the group will later make recommendations for operating schedules to meet market conditions in November and December.

W. D. Anderson, of the Bibb Manufacturing Company, Macon, Ga., was elected president of the print cloth committee. He succeeds Dr. W. C. Hamrick, who has been acting in that capacity, who resigned on account of the pressure of personal duties but who will continue as a member of the committee.

An important recommendation at the meeting looked toward the formation of permanent association. The new association, it is planned, would collect and distribute daily information covering sales, prices, production and other market data helpful to the manufacturers and sales agencies.

### Viscose Co. Units Increasing Output

Roanoke, Va.—The Viscose Corporation of Virginia will step up production to 30 per cent of capacity on August 15 if "recent encouraging developments continue," it is announced by W. A. Barton, assistant manager.

Twenty per cent operating capacity will be reached on Tuesday when more than 400 workers returning will bring the force employed to approximately 1,000 persons. The plant, which suspended operations on June 3, employed between 4,500 and 5,000 persons.

Since July 18, the plant has been operating on a 10



per cent basis. When the plant closed on June 3, it was planned to reopen in 30 days, if conditions warranted, but only a few employees were on duty until the reopening on a 10 per cent basis on July 18.

### Late Market News

The rising price of cotton following the crop report on Monday was followed by a rapid advance in gray and unfinished goods, cotton yarns and colored goods. Sales on Tuesday ran to very large figures. In many instances advances of from  $\frac{1}{4}$  to  $\frac{3}{8}$  of a cent were refused by mills. In print cloths, the price advance in some constructions brought the price to a full cent over the low for the year. Carded broadcloth prices advanced even more sharply than print cloths. Narrow sheetings were advanced all down the list by  $\frac{1}{8}$  to  $\frac{1}{4}$  cent, and on some styles mills had not made prices at the close, preferring to take more time to compute costs. Filling sateens and twills also were up, as were osnaburgs.

Denims advanced from  $7\frac{1}{2}$  to 8 cents and there were some advances in chambrays. The denim advances at first met some resistance on the part of buyers, but by mid-afternoon good sales had been reported, and some buyers were reported covering fall needs.

Carded cotton yarns were advanced 1 cent a pound in Philadelphia and in New York, and Southern frame cones were up  $1\frac{1}{2}$  cents on large sales. Publication of the cotton report at noon brought a flood of orders which kept yarn busy throughout the day, and instances were reported where as much as 400,000 pounds were taken in single orders for delivery September through February.

### Industrial Rayon On 50% Output

Industrial Rayon Corporation is preparing to open its plant in Cleveland on a 50 per cent production basis by the 15th of this month and has arranged the same program for the plant at Covington, Va., it was learned from Hiram S. Rivitz, president of the company.

"Our tubular cloth department has been operating 24 hours a day, seven days per week in the production of cloth during the entire period of the shutdown, and orders on hand in our cloth mill would indicate that it will be necessary to continue this program for some time to come," Mr. Rivitz explained.

"Our cloth department is being equipped with additional machines, dyeing equipment, etc., to enable us to take care of increased business, and we hope that by the end of the year we will be able to produce between 5,000,000 and 6,000,000 pounds of cloth for the cutting-up and underwear trade, in Spun-Lo and Premier fabric," he concluded.

### Cotton Saved When Numbers "Heavy Up"

Editor:

I will appreciate an answer to the following:

What is the number of yards per pound of 60s yarn and of 58s yarn? I would also like to know the various reasons that cause the numbers to become heavier at the drawing frame. For instance, I have been told that the use of the oil spraying process causes the numbers to heavy up, necessitating changing of gears on the drawing frames to be the numbers correct, which I understand indicates a point where mills can save good cotton. The idea is to arrive at the percentage saved if it can be figured from this difference in numbers. No doubt some reader has had this experience and I will appreciate an explanation of it.

READER.



Works: Newark, N. J.

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American Dyestuff Manufacturers

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# KNITTING TRADE NOTES

## New Dull Thread for Flat Lock Machines

Believing that bright rayon flat lock stitching on rayon undergarments is not consistent or desirable with the present dull luster fabrics, Fremont Thread Company, Inc., is introducing a new dull luster rayon sewing thread for use on the covering needle on flat lock machines.

This new thread will be placed on the market in the next few days, and, according to the company, is the first dull rayon thread to be offered for flat lock work.

The threads are being put up of 200 denier, 300 denier and 450 denier sizes and Tubize Chatillon's Chardonize yarn is being used.

In connection with the new dull rayon, Fremont is also bringing out a new finer needle thread and a finer looper thread so that finer seams may be made on rayon fabrics. The thread company senses the need for finer seams and has prepared these two fine cotton threads and the dull rayon to fill the need.

## Non-Run Hosiery Shown

Three important hosiery mills last week showed samples of non-run hosiery to retail at \$1.35 per pair. The hose were shown by Berkshire Knitting Company, Apex Hosiery Company and Schuylkill Valley Hosiery Mills. The stockings are made on the Schwartz patent and will be ready for delivery October 1.

The non-run hosiery is described as being very similar in appearance to a fine pin point lace. There are no fashion marks at the seam. The samples were manufactured at the Textile Machine Works in Reading, but it is understood that the mills mentioned above are equipping their machines for the non-run feature.

At a style clinic held by the Berkshire Knitting Mills more than 250 buyers were present to see the non-run hosiery.

The new non-run stocking was prominently displayed in the meeting room. It is a 4-thread, 45-gauge high twist number attractively packed in boxes bearing the brand "Kantrun." In appearance it is somewhat similar, at close examination, to a small mesh but from a short distance it looks like a sheer stocking of standard construction.

"Kantrun" deliveries will start the middle of September.

## Greensboro Mills Offer Finished Hose

Greensboro Full-Fashioned Hosiery Mills, Inc., of Greensboro, N. C., manufacturers of full-fashioned stockings, are now selling their entire output in the finished state through Hess, Taylor, Kreiss, Inc., New York selling agents. Formerly, the output of the plant was sold in the gray to other distributors.

(Continued on Page 24)

## MINEROL CONDITIONS COTTON FIBRES

**MINEROL • Makes cotton fibres more supple and pliable; prevents friction and breakage through the mill thereby saving good cotton. This item alone will show profits above the cost of MINEROL**



Improved equipment effects complete distribution of **MINEROL** • A cleaner card room assures a cleaner spinning room • A cleaner cotton mill assures better yarn • Better Yarns Find a Ready Market • The Mechanical Equipment Used With The **BRETON MINEROL PROCESS** is offered to the Mills on a most attractive basis

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# SOUTHERN TEXTILE BULLETIN

Member of

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DAVID CLARK	Managing Editor
D. H. HILL, JR.	Associate Editor
JUNIOUS M. SMITH	Business Manager

## SUBSCRIPTION

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Contributions on subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

## Added Value of Cotton

In June when cotton futures were around 5.25 after having been to 4.91 we editorially advised mills to buy cotton and our advice proved to be good.

We had received reports from many sections of the South indicating a reduction in acreage coupled with a severe reduction in the use of fertilizer. We had also noted reports from almost every section of the South, mentioning heavy emergence of boll weevils.

We could not see how under such circumstances a large crop could be expected, and we knew that a small yield this year would have more effect upon prices than the size of the carry-over because much of the carry-over is held by farmers and quite a lot of it is stored under sheds or in barns and will, as in years past, stay there until much higher prices prevail.

We do not believe that the ultimate crop this year will reach 11,306,000, as estimated by the Government, because the effect of lack of fertilization and the work of boll weevils is yet to be encountered.

It is our idea that the ultimate crop will be under 10,000,000 bales, probably 9,700,000, and we make that as our guess.

On June 9th spot cotton on the New York Cotton Exchange was quoted at the record low price of 5 cents a pound. Current highs in the futures market represent a price for spots of  $7\frac{1}{4}$  cents, or an improvement of \$11.25 a bale. This means that about \$275,000,000 has been added to the value of this season's carry-over of about 13,500,000 bales of American cotton.

This increase will mean much to the business merchants and men of the South if it is maintained as we believe that it will be.

## Textile Markets Greatly Improved

The already active market for cotton goods and yarns was greatly stimulated when cotton prices surged upward after the crop report on Monday. Sales in practically all divisions were very much larger and prices were quickly advanced. Some confusion was evident in trying to adjust prices to the new cotton levels on Monday and Tuesday, but large quantities of goods were sold at advances ranging from one quarter to a full cent.

Sales of yarns on Tuesday afternoon alone were larger than they have been running in an entire week for some time past.

Market conditions on Wednesday would indicate that further large buying will continue through the week and the outlook is considered much brighter than it has been for more than a year.

It is, of course, foolish to believe that the effects of the depression have already been overcome. On the other hand, there is much evidence to support the view that a real turn in the situation has come and that sensible sales policies will enable the mills to return to profitable operations.

The crop estimate, which was fully a million bales less than the trade had generally estimated, touched off a bomb that sent prices skyrocketing. It is natural that a reaction may follow, but the market has held well since the report was published. Continued trade buying and indications of severe weevil damage are expected to be strong factors in keeping prices up. The advance in prices in cotton and in yarns and goods held in stock gives the mills the best break that they have had for a long, long time.

Besides the actual increase in buying and the advance in prices, there are several other factors in the situation that are fully as important. The first has to do with production plans. The print cloth manufacturers, at their meeting in Spartanburg, were shown to be strongly in favor of continued curtailment. A schedule of operations for the next several months has been outlined which will eliminate the fallacy of overproduction in an expanding market. The mills have apparently determined not to repeat the mistakes of past years when potential profits were killed by speeding up production too rapidly.

The print cloth group has long been a leader in controlled production and it is safe to say that its example will be followed by other groups.

Another favorable factor is that the mills are not selling too far ahead. The bulk of the large



business handled has been sold for prompt and nearby delivery, with an increasing scarcity noted for spot and nearby goods. The market can be further strengthened if the mills continue on the conservative side in booking forward business.

The immediate outlook is very promising and gives renewed strength to the belief that the textile industry will be among the first to come out of the depression.

### Gold Blamed For Depression

In a recent address before the Royal Empire Society of England, Winston Churchill, former Chancellor of the British exchequer, blames gold for many of the evils for which the world is suffering. He said:

Gold has been cornered, scrambled for, and hoarded. In the last few years the price of gold has risen by nearly 70 per cent, and the value of everything else has fallen in like degree.

A remarkable feature of the last ten years has been the way in which the prices of thousands of commodities have kept a steady relation with one another. One commodity alone—gold—has broken from the ranks, has been raised to a pinnacle, and since it is at present our supreme measure all the rest have been cast down.

This is the cause which has stilled the traffic of our railways, put out the blast furnaces, quenched enterprise, thrown millions of men out of employment in every land, and many millions more on short time.

The only things that have not been cut down are debts, scrip, expenditure and fixed charges of all kinds. These have been by this same process nearly doubled. Debtors everywhere, through the rise of gold, are required to pay 70 per cent more than they were a few years ago. The destruction of the monetary system of the world has come upon us like a blight or a pestilence without any human design behind it.

There are two tasks before the world. The first is to discover the best technical method by which the devastation of commodities can be substantially arrested, and, secondly, to invest that process with the authority which will command and hold the confidence of the most powerful States and communities and of the investing classes in every land. These two tasks cannot be separated.

### Those Private Estimates

Private cotton estimates have as usual proved to be jokes.

Almost without exception the private crop estimates place the cotton crop of 1932 at 12,500,000 or more without stopping to realize that such a crop meant a lint yield of 166 pounds per acre.

Omitting the phenomenal yield of last year, which was based upon a very exceptional grow-

ing and picking season, the lint yield per acre has been in recent years:

1927.....	154.5 pounds
1928.....	152.9 "
1929.....	155.0 "
1930.....	147.7 "

Estimating a crop of 12,500,000 was equivalent to saying that with a very small use of fertilizer and with the largest infestation of boll weevils in recent years cotton could be depended upon for a yield from 10 to 15 pounds per acre greater than any recent year except 1931.

It seems to us downright silly to predict any such yield and we have no doubt that the estimates were the result of rank guesses made without taking into consideration the fact that a crop is number of acres multiplied by the yield per acre.

In Clark's 1932 Textile Year Book we have published most of the private estimates since 1924 and have compared them with Government estimates and the ultimate crop.

An examination of the records shows that no private estimate is worthy of any consideration whatever.

### Dependability of August 1st Estimates

The following comparison of Government estimates of August 1st with the ultimate cotton crop will be found interesting:

	Government Estimate issued Aug. 8th	Final Crop
1925.....	13,566,000	16,103,000
1926.....	15,621,000	17,977,000
1927.....	13,492,000	12,956,000
1928.....	14,291,000	14,477,000
1929.....	15,543,000	14,821,000
1930.....	14,362,000	13,753,000
1932.....	15,584,000	17,060,722
1932.....	11,306,000	?

### How About Our Exports?

Japanese cotton cloth exports for June were 175,357,000, which made a new high record in spite of a heavy loss of trade with China.

Their exports to British India for the first six months of 1932 were estimated at five times those of same period a year ago.

When India turned against Great Britain the Japanese sent agents to present Japanese goods.

We could use some export trade and we suggest to our cotton goods merchants that they quit crying and get busy in foreign markets.

## *If It's Made of Paper Send Us Your Order*

Cloth Winding Boards  
Jacquard Board—Beaming Paper  
Toilet Tissues  
Twines—Wrapping Paper—Boxes, etc.

**Dillard Paper Co.**  
Greensboro, N. C.



**Lockwood Greene Engineers, Inc.**

*Plans—Specifications—Reports—  
Appraisals—for Industrial Plants*

NEW YORK

BOSTON

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CLEVELAND

SPARTANBURG

## **CLINTON STARCHES**

**FOR ALL TEXTILE PURPOSES**

Manufactured by

**CLINTON CORN SYRUP REFINING  
COMPANY**  
CLINTON, IOWA

**QUALITY**

**SERVICE**

### **PLATT'S**

**METALLIC CARD CLOTHING**

—Patented in all important Countries—

For

**WORSTED, COTTON AND WOOLEN CARDS**

*Write for particulars of our new metallic card clothing doing away with grinding and stripping, giving a greater output, a stronger thread, and more regularity, etc. It pays for itself in a very short time.*

**Platt's Metallic Card Clothing Co.**

P. O. Box 407, Lexington, N. C.

## **BULLETIN Classified Ads**

**Bring Results at Low Cost  
Make Your Wants Known Through  
This Medium**

## **MILL NEWS ITEMS**

**CHESTER, S. C.**—The Aragon-Baldwin Cotton Mills here began a full day-time schedule, giving 55 hours' work weekly to scores of employees. The mills do not operate at night.

**STATESVILLE, N. C.**—The Statesville Cotton Mills, which has been operating on curtailed basis for three months, will start next week on full time, F. B. Bunch, secretary-treasurer, stated. The volume of business in prospect is gratifying, but on a lower price basis, Mr. Bunch explained. The Johnson Mills at Stony Point is now running full time, it is learned from officials.

**LYNCHBURG, VA.**—The Consolidated Textile Mill, which responded last week with one-fourth of its normal force of 800 operatives at work, increased employment this week so as to give jobs to between three and four hundred persons, it was stated at the plant.

**GAFFNEY, S. C.**—After running half time since early in May, the Hamrick group of mills resumed operating full time Monday. The group includes the Limestone, Hamrick, Alma and Musgrove at Gaffney and Broad River Mills at Blacksburg. All will run full day schedules and some at night, according to Dr. W. C. Hamrick, head of the chain.

Approximately 2,000 employees will be given regular work, officials of the chain estimated.

**LINCOLNTON, N. C.**—The Melville Mill property, on the western outskirts of Lincolnton, was sold at auction by Receiver W. W. Glenn for the sum of \$50,000. The plant has 6,048 spindles on combed yarns.

The mill was bid in by the bondholders and is subject to a raise within the usual time limit.

Other real estate holdings belonging to the company as well as yarn stocks in course of completion brought approximately \$2,500.

**LAURENS, S. C.**—The Watts Mills has returned to almost capacity operation for an indefinite period.

Every department of the plant has not yet reached a full production schedule but reports from the sales department and the condition of business generally warrants the belief that all the looms will be operating in a short time.

This good news is adding considerably to the spirit of optimism that has been increasingly prevalent in this section during the past several days.

The mill did not run during the month of June nor until the last week in July.

**GASTONIA, N. C.**—Announcement was made by W. A. Julian, president of the Avon Bonded Warehouse, Inc., that a 5½ per cent dividend was being paid to stockholders in the organization. The capital stock is \$200,000 and the sum of \$10,400 is being paid out in cash dividends. The warehouse has been in operation only seven months.

The Avon Bonded Warehouse, Inc., was formed when the creditors of the old Avon Mills took over the mill property some eight or ten months ago. The mill building was converted into a bonded warehouse. Arthur H. Fuller is secretary and treasurer.



## MILL NEWS ITEMS

GREENSBORO, N. C.—Following their customary summer vacation, the textile plants of the Proximity Manufacturing Company, namely, White Oak Mills, Revolution Cotton Mill, Proximity and Proximity Print Works, resumed operations Monday morning.

These establishments had been closed since Thursday night, July 29, but the actual difference in operating time totalled only four days, without a vacation as they would have run only four days last week. In other words, the mills are operating four days a week, and the vacation schedule called for idleness on the four days last week which ordinarily would have been working days.

The same schedule of four days a week is being resumed.

KINSTON, N. C.—The Caswell Cotton Mills, offered at a receiver's sale at the court house door of Lenoir county, received only one bid, this being \$21,000 from J. W. Ferrell, of Petersburg, Va. The property inventories at almost \$500,000.

The bid will not be accepted by the mill receivers, it is reported. The city council has offered lights, water and taxes free for several years to buyers who would start the wheels to running again. The building and machinery are reported to be in good shape, and the receivers considered Mr. Ferrell's bid too low. The real estate is said to be worth twice the amount of his bid, there being 44 houses on the property, far above the average mill village in the section. The mills have been idle for some time.

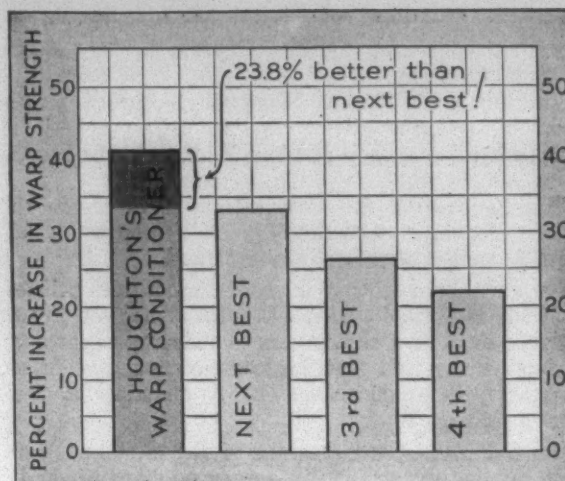
ROME, GA.—John H. Daniel has purchased the Chester Knitting Mill property on Third avenue at West First street. The purchase was made at public outcry on the courthouse steps, the sale having been ordered by Federal District Court. The bid was \$8,000, of which amount \$1,000 cash was required, the balance payable immediately after the sale is approved by the court. The purchaser assumed 1932 taxes, amounting to approximately \$500.

The Chester company commenced operations in 1923, and operated their mill until slightly more than two years ago, since which time it has remained idle. The operating company is not bankrupt, it is said, but is being liquidated by a receiver under Federal Court order. The head office of the company is understood to be at Chester, Pa., and O. W. Willingham, of Rome, is handling the sale of the property and machinery as ancillary receiver. The sale of the machinery will be consummated in a few days, according to Mr. Willingham. The new owner is expected to make announcement of his plans to utilize the property when the sale is approved by the court.

### Callaway Mills Are Consolidated

A new corporation, the Callaway Mills, has been organized at LaGrange, Ga., to consolidate eight of the largest mills operated by the Callaway interests. The plants have been operated as individual corporations.

The new corporation will take over the properties of the old companies, which will then surrender their char-



## It gave 23.8% Greater WARP STRENGTH than the best of three others

To determine which sizing compound would give him the greatest single-end strength in his warp, the overseer in a Southern cotton mill recently ran tests of four leading brands under identical conditions.

The results proved conclusively that Houghton's Warp Conditioner provided an increase in strength 23.8% greater than that developed by the *best* of the other three brands.

No matter what your immediate sizing requirement may be—stronger warps, better weavability, no shedding, fewer ingredients in the kettle, coarse-count or high-sley fabrics, or increased output with lower costs—you can

meet that requirement with the correct Houghton's Warp Conditioner. Ask the Houghton Man.

## Houghton's WARP CONDITIONER

E. F. HOUGHTON & COMPANY  
PHILADELPHIA-CHICAGO-DETROIT

### HOUGHTON DISTRIBUTORS

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SOUTH CAROLINA—Greenville, P. O. Box 1241, R. J. Maxwell  
TENNESSEE—Chattanooga, P. O. Box 656, Porter H. Brown  
TEX., ARK., MISS., LA., MO., 418 N. Third St., St. Louis, Mo., C. G. Schultze  
VIRGINIA—Richmond, 2401 Maplewood Ave., J. E. Davidson

ters and be dissolved. This group, which employs 6,000 people altogether, was founded 32 years ago by the late Fuller E. Callaway.

Stock in the Callaway Mills will be issued to the stockholders in the former corporations on a basis of equivalent value to their previous holdings in the participating companies, Cason Callaway announced.

"The purpose of the consolidation is to obtain the greatest economy and efficiency possible through the simplified corporate structure," he explained.

There will be no change in production or sales policies. Mr. Callaway stated that in his opinion the best way to endeavor to make a success was to endeavor to merit to make a success, and that this consolidation gave better opportunity to produce high quality materials at competitive prices.

Mr. Callaway stated that one of the most important points in the organization of the corporation would be further to carry out its persistent efforts to increase the use of cotton and find new uses of cotton.

The companies participating in the consolidation and whose assets will be delivered over to Callaway Mills, following completion of the merger are: Unity Cotton Mills and Unity Spinning Mills, including Oakleaf Mills, Elm City Cotton Mills, including Rockweave Mills, Hillside Cotton Mills, all of LaGrange, Ga.; Manchester Cotton Mills, of Manchester, Ga.; Milstead Manufacturing Co., of Milstead, Ga., and Calumet Cotton Mills, of LaGrange and Hogansville, Ga.

The new corporation will also own the control of the Valway Rug Mills and Valley Waste Mills, of LaGrange, and Truline, Inc., of Roanoke, Ala.

The new corporation, Callaway Mills, is organized under the laws of the State of Georgia. Officers are: Cason J. Callaway, president; Fuller E. Callaway, Jr., treasurer; H. G. Smith, secretary, and the following vice-presidents: Hatton Lovejoy, Ira B. Grimes, B. N. Ragsdale, Ely R. Callaway, Wm. H. Turner, Jr., James Newsom, of Milstead, and M. M. Trotter, Jr., of Manchester, Ga.

Fuller E. Callaway, Jr., treasurer of the new company, was made treasurer of the group of mills entering the new consolidation about two years ago, and is in direct charge of manufacturing, as well as being in charge of his regular duties as treasurer.

The board of directors consists of S. Y. Austin, J. K. Boatwright, Cason J. Callaway, Ely R. Callaway, Fuller E. Callaway, Jr., H. H. Childs, C. W. Coleman, H. D. Glanton, Ira B. Grimes, O. D. Grimes, W. A. Holmes, Hatton Lovejoy, J. J. Milam, James Newsom, B. N. Ragsdale, H. C. Smith, M. M. Trotter, Jr. Wm. H. Turner, Jr.

Callaway Mills consume more than 100,000 bales of cotton per year. The mills include five producing units on heavy duck, which will make the new corporation the largest producer of heavy duck in the world. Other units produce practically all types of goods used by the automobile and rubber trades, as well as many grades of white and colored yarn, drills, twills, sheetings, sateens, enameling duck, osnaburgs, cotton chenille and tufted rugs, industrial towels and all textiles used by the laundry trade.

HIGH POINT, N. C.—Terry Hosiery Mills have been incorporated to operate one or more mills to manufacture knit goods. Authorized capital stock, \$100,000; subscribed, \$300, by L. B. Terry, M. B. Terry and R. B. Terry, of High Point.

GREENVILLE, S. C.—The mill situation about Greenville is steadily improving, reports indicate.

Judson, Monaghan, Dunnean and Camperdown are running on increased schedules, it was reported. Dunnean is understood to have received orders which will keep the mill running at capacity until the middle of autumn.

Print cloth orders received by local mills have jumped steadily for the past several weeks. Full-time operation is being resumed by some of the mills for the first time in nearly a year.

The Piedmont Plush Mill is understood to be operating a third of its looms, although summer is usually a slack time in the plush line.

OLD HICKORY, TENN.—Keen optimism prevails here in rayon circles in the announcement by W. O. Rhodes, supervisor of the service department of the local du Pont Rayon Company's plants, that all resident employees of the company had been re-employed and that the company is recalling its former operatives from adjoining States. The old employees are being steadily put on the job as fast as their applications are received. The number now at work is between 3,000 and 4,000 and the plant is operating on a full time schedule, although not at capacity output, according to Mr. Rhodes.

The rayon plant has not been operating at capacity output since last winter, when 7,500 employees were on the payroll. The opening of the du Pont Rayon Company plant here is due to an early seasonal demand for rayon, which is usually not the case until fall, according to officials.

With the gradual re-employment at the local rayon plant and the recent closing of the du Pont Rayon Company's plant at Buffalo, N. Y., it is hoped that the Old

## Ashworth Brothers, Inc.

### Tempered and Side Ground Card Clothing

TOPS RECLOTHED

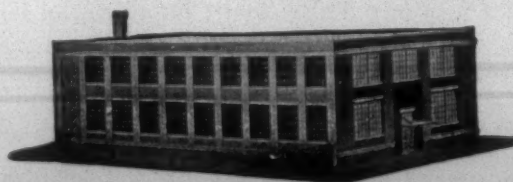
LICKERINS REWOUND

COTTON MILL MACHINERY REPAIRED

For Prompt Service send your Top Flats to be reclothed and your Lickerins to be rewound to our nearest factory. We use our own special point hardened lickerin wire.

Graham and Palmer Sts., Charlotte, N. C.  
44-A Norwood Place, Greenville, S. C.  
215 Central Ave., S.W., Atlanta, Ga.

Textile Supply Co., Texas Representative, Dallas, Texas





Hickory plant may be designated as the center of this company's rayon productions. Supervisors from the plant at Buffalo are being transferred to the local plant, and this, along with all of the former employees being recalled, gave rise to the belief that the company probably has designated this plant as the center of rayon operations, for the time being, at least.

### To Reduce Freight on Cotton

Railway carriers of the Southeast have agreed to reduce freight rates on cotton from 50 to 65 per cent in an effort to meet motor truck carrier competition.

The Southern Freight Association has petitioned the South Carolina Commission and similar bodies in Alabama, Georgia and North Carolina for authority to institute the reduced rate scale for a year as an experiment.

### South Leads in Installation of Full-Fashioned Hosiery Machines

(Continued on Page 8)

the entire industry. Furthermore, from the results of several surveys made at six months intervals. The South seems to operate more nearly to capacity than does any other producing area. For instance, Table 1 shows that the South knit 18.4 per cent of the total hosiery produced during November, 1931. Yet in November, 1931, as a result of drastic reductions in wage rates, certain mills in other districts operated more nearly to capacity than they did in previous or subsequent months. In view of all these facts, it seems reasonable to estimate that during past months, the Southern area has been responsible for nearly 20 per cent of the total production of women's full-fashioned hosiery.

In considering the productive capacity of the full-fashioned hosiery industry and of particular producing areas, it appears evident that it is not sufficient merely to secure a record of the machines in place. Attention has already been directed to the fact that the producing unit is actually the machine section rather than the knitting machine.

However, many factors make it impossible to determine that productive capacity varies proportionately with total machine sections. Of importance in this connection is the fact that throughout the industry practice varies with regard to the number of shifts operated by machines in general and by legging machines in particular. Ordinarily, a machinery set-up of three leggers for one footer implies that both machines will be operated on a single-shift basis. An approximate two to one ratio usually indicates that the leggers can be operated on a two-shift basis with the footers operating on a single shift. Within the past year, however, there has been a tendency toward the operation of both leggers and footers on two shifts when the logger-footer ratio was approximately three to one. This practice has not been generally accepted and has not been continued within the recent months of curtailed activity.



Send for samples  
**DIXON LUBRICATING SADDLE CO.**  
Bristol, R. I.

Dixon's Patent Reversible and Locking in Back Saddle with New Oiling Device three Saddles in one, also Dixon's Patent Round Head Stirrup.

### SUPERINTENDENTS AND OVERSEERS

We wish to obtain a complete list of the superintendents and overseers of every cotton mill in the South. Please fill in the enclosed blank and send it to us.

\_\_\_\_\_, 193\_\_\_\_

Name of Mill \_\_\_\_\_

Town \_\_\_\_\_

\_\_\_\_\_ Spinning Spindles \_\_\_\_\_ Looms.

\_\_\_\_\_ Superintendent

\_\_\_\_\_ Carder

\_\_\_\_\_ Spinner

\_\_\_\_\_ Weaver

\_\_\_\_\_ Cloth Room

\_\_\_\_\_ Dyer

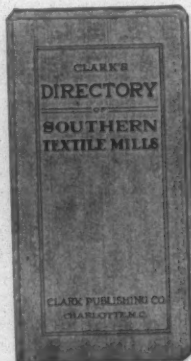
\_\_\_\_\_ Master Mechanic

Recent changes \_\_\_\_\_

### NEW EDITION

## Clark's Directory

OF SOUTHERN TEXTILE MILLS  
NOW READY



Gives capital, number of machines, officers, buyers, superintendents, kind of power used, product and telephone number, of every Southern Cotton Mill. Also contains sections: "Hints for Traveling Men," and Clark's Code Word Index.

Printed on thin paper, cloth bound, pocket size.

*Two Revisions Yearly keeps this Directory Accurate and Complete. A copy should be in the office of every concern which sells to Southern Textile Mills and in the pocket of every*

*Salesman who travels this territory.*

**Orders Filled Promptly**

**Price \$2.00**

**Clark Publishing Co.**

Charlotte, N. C.

**LARGE**  
**IN SIZE**  
**LOW**  
**IN PRICE**

ONE ENTIRE FLOOR DEVOTED TO  
SAMPLE ROOMS *at the new*  
**GOVERNOR CLINTON**  
**HOTEL**

**31<sup>ST</sup> ST. and 7<sup>TH</sup> AVENUE**  
**[OPPOSITE PENNA. R. R.]**  
B. & O. BUSES STOP AT DOOR  
↔ **NEW YORK** ↔

**1200 ROOMS EACH WITH  
BATH, SERVITOR & RADIO**

LATZ INC

**Sea Train Excursion Norfolk, Virginia,  
Including Seven Hours Cruise  
Beautiful Chesapeake Bay**

**\$4** **FRIDAY, AUGUST 19TH** **\$4**  
Round Trip Fare from  
CHARLOTTE, N. C.

Tickets on sale going Friday, August 19th, good returning regular trains leaving Norfolk 7:00 P. M., August 21st, and 7:30 P. M., August 22nd.

Seven Hours Cruise on Chesapeake Steamship Sunday, August 21st. Steamer leaves Southern Railway Docks, foot Jackson Street, 9:00 A. M., Sunday morning, August 21st. Returning 4:00 P. M. same day. Round trip fare includes cruise on Chesapeake Bay. Don't miss this fine opportunity to enjoy the salt sea breezes sailing on the palatial Chesapeake Line steamer.

**SEA TRAIN EXCURSION**

A new type of rail and water outing offered by the Southern Railway System with the opportunity of visiting the seashore resorts around Norfolk, seeing Hampton Roads and many other historic points on Chesapeake Bay.

**Reduced Round Trip Pullman Rates**

Nice box lunches for sale on steamer Sunday, August 21st, reasonable prices.

For tickets, schedules and pullman reservations,  
Consult Ticket Agents,

**SOUTHERN RAILWAY SYSTEM**

**KNITTING TRADE NOTES**

(Continued from Page 16)

The Greensboro Full-Fashioned Hosiery Mills, of which F. Osborne Pfingst is president, was established in 1927 and has been in full production day and night since its inception.

**Warp Knit Bemberg Fabrics Featured In  
Fall Underwear**

Warp knit constructions of Bemberg, including both tricot and milanese, are being promoted in three of the new lines of women's underwear for Fall.

The showings include a new line of milanese and tricot fabrics of all-Bemberg, or that yarn combined with silk.

Warp knit tricot fabrics with a permanent soft finish are used in tailored and fancy numbers by the Southern Silk Mills in their women's underwear line for Fall. Children's garments are included, and the men's line consists of one-button union suits, shirts and shorts.



The accompanying picture shows the new Chard-o-Crepe stockings made from Chardonize dull lustre yarn. Their crepey texture is new and fits in well with the vogue for spongy, dull crepe dress fabrics. The enlarged picture in the circle gives a rough idea of the new texture.

**DARY TRAVELERS**

If it's a DARY Ring Traveler, you can depend on it that the high quality is guaranteed—that the weight and circle is always correct, and that all are uniformly tempered which insures even running, spinning or twisting.

Ask for Prices

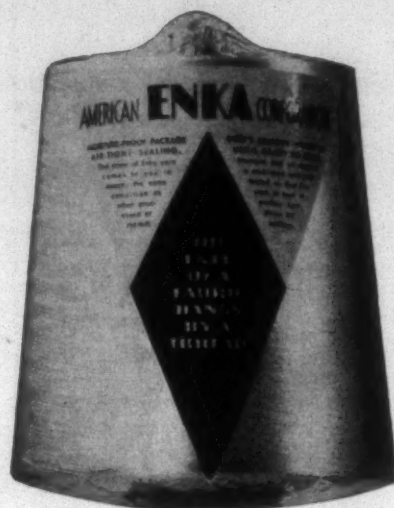
**DARY RING TRAVELER COMPANY**

311 Somerset Ave. Fred H. Dary, Mgr. Taunton, Mass.  
JOHN E. HUMPHRIES Sou. Agents CHAS. L. ASHLEY  
P. O. Box 843 P. O. Box 720  
Greenville, S. C. Atlanta, Ga.



**Perlglo**  
**ENKA**

**is the yarn  
that's talked about**



## **for FALL FASHIONS**

**THE  
FATE  
OF A  
FABRIC  
HANGS  
BY A  
THREAD**

**AMERICAN  
ENKA**

**T**HE new Perlglo creations for Fall explode any lingering doubt about rayon's ability to be supple and workable. Perlglo yarn is seen here, there, and everywhere — in washable daytime crepes, in satins for evening, and in knitted underwear . . . in each instance recognizable for its softer draping quality, its richer warmer lustre.

Outstanding in the new collections are a heavy luscious crepe in 30 glorious colors; Panné Crepe and a new crepe-back satin; a new drop-stitch knitted underwear fabric designed by America's most talked-of young designer. All of these fabrics are distinguished by that rich dull iridescence for which Perlglo is famous, and which is part of the yarn itself and will not wash or fade out.



**AMERICAN ENKA CORPORATION**  
271 Church Street, New York City  
Asheville, N. C. • Providence, R. I.

**Grand Annual August  
Going Away Bargain  
Fares**  
Via  
**Southern Railway System**  
Going Saturday, August 13th, 1932

Round trip fare from Charlotte, N. C.	
New York, N. Y.	\$22.00
Atlantic City, N. J.	22.00
Philadelphia, Pa.	19.90
Pittsburgh, Pa.	24.80
Montreal, Que.	36.05
Washington, D. C.	13.90
Chicago, Ill.	30.90
Baltimore, Md.	15.65
Detroit, Mich.	27.30
Louisville, Ky.	24.20
St. Louis, Mo.	29.60
Cincinnati, Ohio	24.20
Niagara Falls, N. Y.	28.50
Toledo, Ohio	25.20
Cleveland, Ohio	28.15

Round trip tickets on sale for all regular trains August 13th. Final limit 21 days.

Take advantage of these reduced fares and cut your vacation costs.

Ask Ticket Agents for information

**R. H. GRAHAM**  
Division Passenger Agent  
Charlotte, N. C.  
Phones 3-3980—2-3351

### Denim Exports Gain

Washington.—The popularity of American denim in foreign markets is indicated in an analysis of United States export trade in this item for the first six months of 1932 by the Department of Commerce. During this period, N ones' report shows, sales of United States denim abroad increased by 3 per cent over the first half of 1931. Shipments were made to 54 markets of which 26 registered increase takings.

Total exports of denim for the first part of 1932 amounted to 9,072,120 square yards, as compared with 8,785,470 in 1931 and 5,813,563 in 1928. Denim exports for the entire year 1931 amounted to 17,577,218 square yards, an increase of more than 600,000 square yards over 1930 and approximately 3,000,000 square yards over 1928.

"Total output of denim in the United States, the 1929 census of manufactures showed was 210.8 million square yards, with exports in that year amounting to 8 per cent of production. Preliminary information reported to trade associations indicates that domestic production in 1931 was approximately 77 per cent

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Hind & Dauch Paper Co.	—		

of 1929. This would indicate that the ratio of 1931 denim exports to production was not far from 11 per cent, an unusually large proportion for cotton cloth of any description," the report states.

"The Philippine Islands is by far the largest overseas outlet for American denims. Shipments to this area for the first half of 1932 reached 3,988,717 square yards as compared with 2,970,656 square yards for the first half of last year. Sales to the Union of South Africa, the second largest market, have shown a consistent advance rising from 1.8 million square yards in 1928 to 2.6 million in 1931.

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**Cotton Crop of the United States—1931-32**

(Continued from Page 7)

The decrease of 617,000 bales of lint cotton consumed in the South for the year ended close of July, 1931, has been followed by a further drop during the past year of 62,000 bales, a total of 679,000 bales for two seasons. Nothing further is needed to indicate the condition of the most valuable industry in the South and the degree of pessimism shown by the individual reports of the mills is scarcely without parallel.

One of the best posted of the mill men writes:

"There is really very little to be said on the subject that is not already very generally recognized and that is that, in common with all business, the textile business is experiencing one of the poorest periods in its history. The industry is operating today at less than 50 per cent capacity and even on this curtailed schedule and absurdly low price cotton, it is unable to pass its product on to the consumer without loss. So far as I can see there is nothing encouraging in the immediate future, though in common with all loyal citizens I am confident that in the near future conditions generally will change for the better and this change will include the textile industry."

As stated in last year's report:

"Unstable prices for raw material and unsatisfactory markets for goods, minimizing, if not altogether barring, profits are the crux of the situation, which does not mean, however, that efforts for improved world conditions may not result materially for the better. With all this, there is an underlying feeling in many quarters that the worst has been seen and that any change is more than like to be in the way of improvement."

Consumption for the past year compares with last season's as follows:

	Lint Cotton	Linters	Total
This year	3,977	273	4,250
Last year	4,039	280	4,319
	62	7	69

The takings of American cotton, including linters, by Southern mills for this year, were, in round figures, 4,529,000 bales, compared with 4,273,000 last year, an increase of 256,000 bales.

**Southern Textile Exposition**

Greenville, S. C.—Thousands of automobiles from the cotton manufacturing States will be driven to the Southern Textile Exposition in October, judging by the number of applications which have been received for parking privilege tags. Textile manufacturers and members of their staffs will come from Virginia, North Carolina, Georgia, Alabama and Tennessee. Some applications for tags have been received even from Arkansas and Texas. Interest in the Exposition is increasing as the opening day draws nigh. The prospects for attendance equal those of any previous show.

While the number of exhibitors will not exceed those in 1930, the character of exhibits will be equally as interesting. Exhibitors are giving out advance information of new and economical improvements in many machines. New processes and methods of handling accessories and supplies will be demonstrated.

The prevailing colors to be used in decorating the hall this year will be in the shades of two well known Southern flowers, coreopsis and larkspur, what is commonly known as yellow and light violet. There will be festoons of Southern-made cloth in these shades, relieved at intervals by decorative designs in green.

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## COTTON GOODS

New York.—Cotton goods continued to show larger sales during the week, particularly in the coarse yarn gray goods division. It was estimated that sales of print cloths and carded broadcloths reached a total of more than 50,000 yards, business in the latter being the largest in any week for many months. Buyers were slow to follow price advances as the week opened, but paid higher prices more freely before the week ended.

For the most part, mills confined their selling largely to spot and nearby delivery dates and were unwilling to contract ahead at current prices. Some mills would not sell beyond September. A few contracts running through October were noted. Decision of the print cloth mills to continue to curtail through the remainder of the year was regarded as a strengthening factor in the market.

Staple wide and narrow duck has been selling in small lots at firmer prices and the best now available on sail duck is 60 and 5 off the list. Plain combed yarn goods have strengthened a little on light sales and rayon cloths are higher.

In the finished goods division a moderate amount of new business is coming along on percales and piece dyed goods and prices are somewhat higher, but sales below the last list prices are general.

The finer grades of chambrays have been selling better and additional business has come forward on denims and other worksuit and workshirt materials. Moderate quantities of sheets and pillow cases are being sold.

Business in carded broadcloths furnished one of the most active spots in the market. Prices were stronger. Spots of 100x60s were reported as being cleaned up at 4½ cents and it was difficult to get more than small quantities for August and September at that price. Mill quoted 5⅞ cents for 112x60s, the advance in this style being a full cent since the upward trend started.

Quotations at the week-end follow:

Print cloths, 28-in., 64x60s	2½
Print cloths, 27-in., 64x60s	2⅜
Gray goods, 39-in., 80x80s	4⅜
Gray goods, 39-in., 68x72s	3¾
Gray goods, 39-in., 68x72s	3⅝
Brown sheetings, 3-yard	4¼
Brown sheetings, 4-yard, 56x60s	4
Brown sheetings, standard	4½
Tickings, 8-ounce	10
Denims	8½
Dress gingham	9-10½
Standard prints	6
Staple gingham	6¼

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## YARN MARKET

Philadelphia, Pa.—Further improvement was noted in the cotton yarn market last week. Buyers were more interested in future needs, sales were larger and trade sentiment a great deal better. Improvement in the stock and commodity markets and higher cotton markets helped make the yarn situation more cheerful. Spinners were firmer in their prices and buyers showed increasing confidence in values.

The best business continued to come from the knitting trades. In the carded division, by far the larger part of the buying since July 1 has involved knitting yarns, and this has been reflected with growing consistency in the prices obtained by leading sources. In some quarters good quality carded knitting yarn is being quoted in a range of from 15 cents for 20s to 19½ cents for 30s frame spun cones, with sales reported as more numerous even than those of last week.

Outstanding as indicative of a revival of confidence among underwear mills was the fact that quite a few lots of 50,000 to 100,000 pounds of carded were contracted for in the past week to ten days, some new business in such weights being written this week, and a number of dealers figuring on similar lots.

An order offered during the week was for 25,000 pounds of carded and 50,000 pounds of combed. Two sales of combed single, for an aggregate of around 300,000 pounds were made for a Central West account, and a part of the 50,000 pounds order is reliably reported having been placed at 25 cents for 38s. Report of an advance in combed peeler yarns to be effective around August 10 may have had something to do with recent rather heavy buying, duplicating, in a way, transactions in mercerized yarns before the present list, basis of 55 cents for 60s 2-ply became effective.

While business in mercerized was by no means satisfactory, it was better last week than in the week before, it is stated, but little if any improvement now is seen. It is felt that specifications against orders of a month and more ago are holding to their average weekly level.

Southern Single Warps		30s	18
10s	11½	40s	23½
12s	12½	40s ex.	25
14s	13	50s	29
16s	13½	60s	32
20s	14	Duck Yarns, 3, 4 and 5-Ply	
26s	16½	8s	12
30s	17½	10s	12½
Southern Two-Ply Chain Warps		12s	13
		16s	14
		20s	15
		Carpet Yarns	
8s	12	Tinged Carpet, 8s, 3 and	
10s	12½	4-ply	
12s	13	Colored Strips, 8s, 3 and	
16s	14	4-ply	
20s	14½	White Carpet, 8s, 3 and	
24s	15½	4-ply	
30s	18	Part Waste Insulating Yarn	
36s	23	8s, 1-ply	10½
40s	24	8s, 2, 3 and 4-ply	11
40s ex.	25	10s, 1-ply and 2-ply	11½
Southern Single Skeins		12s, 2-ply	12
8s	11½	16s, 2-ply	13
10s	11½	20s, 2-ply	14
12s	12½	26s, 2-ply	15
14s	13	30s, 2-ply	17
16s	13½	Southern Frame Cones	
20s	13	8s	11½
26s	16½	10s	12
30s	17½	12s	12½
30s ex.	19½	14s	13
Southern Two-Ply Skeins		16s	13½
8s	12	18s	14
10s	12½	20s	14½
12s	13	22s	15
14s	13½	24s	15½
16s	14	26s	16
20s	14	28s	16½
24s	15½	30s	17
26s	16½		

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### BANKRUPTCY SALE

By Trustee in Bankruptcy of Shelbyville Mills, Inc.,  
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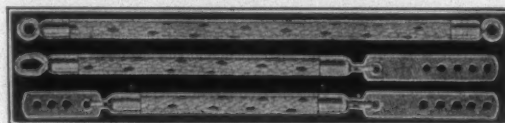
Pursuant to order of the Referee in Bankruptcy entered on July 12, 1932, in the matter of Shelbyville Mills, Inc., in Bankruptcy No. 14654, in the Middle District of Tennessee, the undersigned Trustee in Bankruptcy will offer at public sale for cash to the highest bidder, all property, both real and personal, of Shelbyville Mills, Inc., of Shelbyville, Tennessee, consisting of a 23,000 Spindle Cotton Mill complete, with 594 Draper Looms, located in Brick Building, together with two and one-half story warehouse, 112 Operatives' Houses and all other appurtenances, all located on a tract or parcel of land, consisting of forty-seven acres of ground, more or less, near the town of Shelbyville, in the Seventh Civil District of Bedford County, Tennessee.

Sale subject to confirmation by Referee in Bankruptcy.  
Any further information desired will be furnished upon application to the undersigned.

A. F. MULLINS, JR., TRUSTEE,  
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Wynne F. Clouse, Referee in Bankruptcy, 934 Stahlman  
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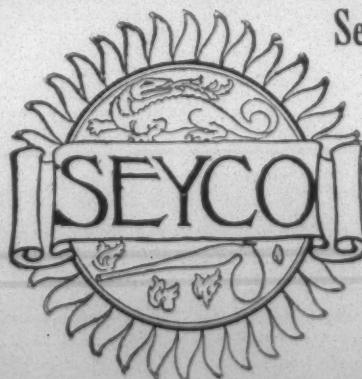
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**MANHATTAN RUBBER MFG. DIVISION OF KAYBESTOS-MANHATTAN, INC.**, Passaic, N. J. Sou. Offices and Reps.: The Manhattan Rubber Mfg. Div., 1108 N. Fifth Ave., Birmingham, Ala.; Alabama-Annisht, Anniston Hdw. Co. Co.; Birmingham, Crandall Eng. Co. (Special Agent); Birmingham, Long-Lewis Hdw. Co.; Gadsden, Gadsden Hdw. Co.; Huntsville, Noolin Hdw. & Supply Co.; Tusculoc, Allen & Jenson Co.; Montgomery, Teague Hardware Co., Florida-Jacksonville, The Cameron & Barkley Co.; Miami, The Cameron & Barkley Co.; Tampa, The Cameron & Barkley Co.; Georgia-Atlanta, Atlanta Belting Co.; Augusta, Bearing Parts & Supply Co.; Columbus, A. H. Watson (Special Agent); Macon, Bibb Supply Co.; Savannah, D. DeTreville (Special Agent); Kentucky-Ashland, Ben Williamson & Co.; Harlan, Kentucky Mine Supply Co.; Louisville, Graff-Allen, North Carolina-Charlotte, Matthews-Morse Sales Co.; Charlotte, Charlotte Supply Co.; Fayetteville, Huske Hdw. House; Gastonia, Gastonia Belting Co.; Goldsboro, Dewey Bros.; High Point, Beeson Hdw. Co.; Lenoir, Bernhardt-Southern Co.; Rockingham, Roy Walker (Special Agent); Winston-Salem, Kester Machinery Co., South Carolina-Anderson, Sullivan Hdw. Co.; Charleston, The Agent; Wilmington, Wilmington Iron Works; Cameron & Barkley Co.; Clinton, Industrial Supply Co.; Columbia, Columbia Supply Co.; Greenville, Sullivan Hdw. Co.; Sumter, Sumter Machinery Co.; Spartanburg, Montgomery & Crawford, Tennessee-Chattanooga, Belting & Supply Co.; Johnson City, Summers Hdw. Co.; Knoxville, W. J. Savage Co.; Nashville, Buford Bros. Inc. Service Rep.; J. P. Carter, 62 North Main, Greenville, S. C.; Phone 1860; Salesman: E. H. Olney, 191 Gertrude St., Alta Vista Apts., Knoxville, Tenn.; C. P. Shook, Jr., 1031 North 30th St., Birmingham, Ala.

**MARSTON CO., JOHN P.**, 247 Atlantic Ave., Boston, Mass. Sou. Rep.: C. H. Och, Hotel Charlotte, Charlotte, N. C.

**MATHIESON ALKALI WORKS, INC.**, 250 Park Ave., New York City. Sou. Plant, Saltville, Va., E. A. Hults, V.-Pres. Sou. Office, First Nat'l Bank Bldg., Charlotte, N. C.; Fred C. Tilson, Mgr. Sou. Reps.: E. M. Murray, E. M. Rollins, Jr., J. W. Ivey and B. T. Crayton, Charlotte Office; R. O. Staple, Box 483, Chattanooga, Tenn.; Z. N. Holler, 208 Montgomery St., Decatur, Ga.; J. W. Edmonson, Box 670, Memphis, Tenn.; V. M. Coates, 807 Lake Park, Baton Rouge, La.; T. J. Boyd, Adolphus Hotel, Dallas, Tex.

**MAUNY STEEL CO.**, 237 Chestnut St., Philadelphia, Pa. Sou. Reps.: Aubrey Mauney, Burlington, N. C.; Don L. Hurlbert, 511 James Bldg., Chattanooga, Tenn.

**MERROW MACHINE CO., THE**, 8 Laurel St., Hartford, Conn. Sou. Reps.: E. W. Hollister, P. O. Box 563, Charlotte, N. C.; R. B. Moreland, P. O. Box 895, Atlanta, Ga.

**MORTON MACHINE WORKS**, Columbus, Ga. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

**NATIONAL ANILINE & CHEMICAL CO., INC.**, 40 Rector St., New York City. Sou. Office & Warehouse: 201 W. First St., Charlotte, N. C.; W. H. Willard, Mgr. Sou. Reps.: J. I. White, W. L. Barker, C. E. Blakely, Charlotte Office; J. T. Chase, American Savers Bk. Bldg., Atlanta, Ga.; H. A. Rogers, 910 James Bldg., Chattanooga, Tenn.; J. E. Shuford, Jefferson St., Life Bldg., Greensboro, N. C.; E. L. Pemberton, 342 Dick St., Fayetteville, N. C.

**NATIONAL OIL PRODUCTS CO.**, Harrison, N. J. Southern Reps.: R. B. MacIntyre, Hotel Charlotte, Charlotte, N. C.; G. H. Small, 310 Sixth St., N.E., Atlanta, Ga.; Warehouse, R. I. Sou. Office and Warehouse: 131 W. First St., Charlotte, N. C. Sou. Reps.: L. E. Taylor, Charlotte Office; C. D. Taylor, Sou. Agent, Gaffney, S. C.; Otto Pratt, Gaffney, S. C.; H. L. Lanier, Shawmut, Ala.; Roy S. Cismmons, 528 W. Peachtree St., Atlanta, Ga.

**NATIONAL RING TRAVELER CO.**, 257 W. Exchange St., Providence, R. I. Sou. Office and Warehouse: 131 W. First St., Charlotte, N. C. Sou. Reps.: L. E. Taylor, Charlotte Office; C. D. Taylor, Sou. Agent, Gaffney, S. C.; Otto Pratt, Gaffney, S. C.; H. L. Lanier, Shawmut, Ala.; Roy S. Cismmons, 528 W. Peachtree St., Atlanta, Ga.



**NEW YORK & NEW JERSEY LUBRICANT CO.**, 222 Madison Ave., New York City, Sou. Office, 601 Lexington Ave., Charlotte, N. C.; Lewis W. Thomason, Sou. Dist. Mgr. Sou. Warehouses: Charlotte, N. C.; Spartanburg, S. C.; New Orleans, La.; Atlanta, Ga.; Greenville, S. C.

**OKAITE PRODUCTS, INC.**, New York, N. Y. Sou. Div. Office and Warehouse, Atlanta, Ga.; L. W. McCann, Div. Mgr., Atlanta, Ga.; E. Moline, Augusta, Ga.; R. H. Bailey, Memphis, Tenn.; H. J. Canny, Greensboro, N. C.; L. H. Gill, New Orleans, La.; W. A. McBride, Richmond, Va.; P. F. Wright, Chattanooga, Tenn.; J. C. Leonard, Div. Mgr., St. Louis, Mo.; W. B. Mix, Dallas, Tex.; C. A. Ormsby, Indianapolis, Ind.; G. C. Polley, Houston, Tex.; H. J. Steeb, St. Louis, Mo.; G. W. Tennyson, Peoria, Ill.; B. C. Browning, Tulsa, Okla.; R. M. Browning, Kansas City, Mo.; H. Bryan, Oklahoma City, Okla.; C. L. Fischer, St. Louis, Mo.

**PERKINS & SON, INC.**, E. F. Holyoke, Mass. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

**PHILADELPHIA QUARTZ CO.**, 121 S. Third St., Philadelphia, Pa. Southern Reps.: Chas. E. Stone, Charlotte, N. C.; Paper Makers Chemical Corp., Atlanta, Ga.

**PLATT'S METALLIC CARD CLOTHING CO.**, Lexington, N. C. U. S. Agent, F. L. Hill, Box 407, Lexington, N. C. Sou. Reps.: W. F. Stegall, Crumerton, N. C.; R. L. Burkhead, Varner Bldg., Lexington, N. C.

**ROCKWEAVE MILLS**, LaGrange, Ga. Wm. H. Turner, Jr., V.-Pres. and Gen. Mgr. Sou. Reps.: Carolina Specialty Co., Charlotte, N. C.; Hamner & Kirby, Gastonia, N. C.; J. M. Tull Rubber & Supply Co., 285 Marietta St., Atlanta, Ga.; Young & Vann Supply Co., 1725 First Ave., Birmingham, Ala.; Mills & Lupton Supply Co., Chattanooga, Tenn.; Nashville Machine & Supply Co., Nashville, Tenn.; Montgomery & Crawford, Spartanburg, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Noland Co., Inc., Roanoke, Va.

**SACO-LOWELL SHOPS**, 147 Milk St., Boston Mass. Sou. Office and Repair Depot, Charlotte, N. C. Walter W. Gayle, Sou. Agent; Branch Sou. Offices: Atlanta, Ga.; Fred P. Brooks, Mgr.; Spartanburg, S. C.; H. P. Worth, Mgr.

**SEYDEL CHEMICAL CO.**, Jersey City, N. J. Sou. Warehouse, Greenville, S. C. Sou. Reps.: W. T. Smith, Box 349, Greenville, S. C.; I. G. Moore, 301 N. Market St., Dallas, Tex.

**SEYDEL-WOOLLEY CO.**, 748 Rice St., N.W., Atlanta, Ga.

**SHAMBOO SHUTTLE CO.**, Woonsocket, R. I. Sou. Rep.: M. Bradford Hodges, Box 752, Atlanta, Ga.

**SIPP-EASTWOOD CORPORATION**, Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

**SIRRIE & CO.**, J. E. Greenville, S. C.

**SOLVAY SALES CORP.**, 61 Broadway, New York City, Sou. Reps.: Chas. H. Stone, 522 W. Morehead St., Charlotte, N. C.; Burkhardt-Schier Chemical Co., 1202 Chestnut St., Chattanooga, Tenn.; Woodward Wright Co., 451 Howard Ave., New Orleans, La.; J. A. Sudduth & Co., Birmingham, Ala.; Miller-Lenfesty Supply Co., Tampa, Miami and Jacksonville, Fla.

**SONOCO PRODUCTS CO.**, Hartsville, S. C.

**SOUTHERN SPINDLE & FLYER CO.**, Charlotte, N. C. Wm. H. Monty, Mgr.

**STANLEY WORKS, THE**, New Britain, Conn. Sou. Office and Warehouse: 552 Murphy Ave., S.W., Atlanta, Ga.; H. C. Jones, Mgr.; Sou. Reps.: Horace E. Black, P. O. Box 424, Charlotte, N. C.

**STEEL HEDDLE MFG. CO.**, 2100 W. Allegheny Ave., Philadelphia, Pa. Sou. Office and Plant: 621 E. McBee Ave., Greenville, S. C. H. E. Littlejohn, Mgr. Sou. Reps.: W. O. Jones and O. W. Cain, Greenville Office.

**STEIN, HALL & CO., INC.**, 285 Madison Ave., New York City, Sou. Office, Johnston Bldg., Charlotte, N. C. Ira L. Griffin, Mgr.

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**U. S. RING TRAVELER CO.**, 189 Aborn St., Providence, R. I. Sou. Reps.: Wm. F. Vaughan, Box 752, Greenville, S. C.; O. B. Land, Box 4, Marietta, Ga. Stocks at: Textile Mill Supply Co., Charlotte, N. C.; Charlotte Supply Co., Charlotte, N. C.; Gastonia Mill Supply Co., Gastonia, N. C.; Carolina Mill Supply Co., Greenville, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Fulton Mill Supply Co., Atlanta, Ga.; Young & Vann Supply Co., Birmingham, Ala.

**VEEDER-ROOT, INC.**, Hartford, Conn. Sou. Reps.: W. A. Kennedy Co., Johnston Bldg., Charlotte, N. C.; Carolina Specialty Co., 122 Brevard Court, Charlotte, N. C.

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**VISCOSE CO.**, Johnston Bldg., Charlotte, N. C. H. Wick Rose, Mgr.

**WHITIN MACHINE WORKS**, Whitinville, Mass. Sou. Offices: Whitin Bldg., Charlotte, N. C. W. H. Porcher and R. I. Dalton, Mgrs.; 1317 Healey Bldg., Atlanta, Ga. Sou. Reps.: M. F. Thomas, Charlotte Office; I. D. Wingo and O. M. Powell, Atlanta Office.

**WHITINVILLE SPINNING RING CO.**, Whitinville, Mass. Sou. Rep.: Webb Durham, 222 West Fifth St., Charlotte, N. C.

## Syndicate Will Buy Cotton From Farm Board

New York—The Times says a syndicate of cotton mill interests is being formed with powerful banking support to purchase the 3,000,000 bales of cotton held either directly or indirectly by the federal farm board.

The new organization will not be a pool or holding syndicate, the Times says, but will purchase the government holdings for consumption by the mills in an orderly way over a period of years.

The operation, it was estimated, would involve a fund of at least \$90,000,000.

The Times says the disposal of the farm board's cotton in this manner would fit in with the proposed commodity credit plan of Eugene Meyer, governor of the federal reserve board and until recently chairman of the Reconstruction Finance Corporation. He has been working on plans to make credit easier to the larger users or consumers of raw materials especially agricultural staples.

The farm board, in its stabilization efforts, purchased about 1,300,000 bales of cotton two years ago, and the times says the government agency subsequently advanced funds to cotton co-operatives on about 2,300,000 bales.

The new syndicate proposed to buy all of this cotton left, the paper says, except 500,000 bales donated to the Red Cross by Congress. It is reported that the syndicate plans to start deliveries of cotton one year hence and complete them within three years of that date.

The price, the Times says, will be approximately the average price for the next two or three years.

"This project," says the Times, "considered the most constructive yet undertaken to strengthen the position of agricultural staples, is calculated, in the opinion of bankers and cotton interests, to overcome the most serious problem that the cotton industry has ever faced."

"With the continuance of the present policy of dumping this cotton, it is generally conceded that demoralization of the entire cotton and textile industries will continue until the entire surplus has been disposed of."

"Since July 9, it is estimated, either the farm board or cotton co-operatives have sold approximately 250,000 bales of cotton on the New York cotton exchange at prices ranging from 5 to 6 cents a pound, in

addition to dumping some in the foreign markets at around these levels.

"Despite the unfavorable prospects for this year's cotton crop in the United States, this selling policy of the farm board or cotton co-operatives has kept the prices of this commodity during the last month from advancing along with virtually every other important agricultural staple. The cotton market must be relieved of this depressing influence and uncertainty, it is argued in the trade, if even a semblance of prosperity is to be expected in this industry."

"The consensus in the trade is that a sales such as outlined to the American cotton mills would be one of the most constructive accomplishments possible that could be done."

## Tremendous Increase In Cotton Trousers Business

Cotton has scored one of its greatest successes this season in the field of "slacks" or sport trousers. Trade reports to the Cotton-Textile Institute indicate a coast-to-coast popularity for this apparel with millions of pairs being worn. Pioneering done on a considerable scale in this field last year has resulted during the present season in an increased business of as much as 250 per cent in some quarters, the Institute is informed.

The "slacks" are made in crashes, corduroy and twills, as well as the familiar ducks. Outstanding popularity has gone to twills in a wide range of printed flannel patterns made up as well-tailored trousers selling at retail for a quarter to a third of the price of garments of similar appearance in fabric other than cotton. These flannel-patterned cotton "slacks" were originally produced with the idea that they would find favor with golfers. They did, but there is also an enthusiastic demand for them among tennis players, fishermen, motorists, and vacationists. They are also being largely used as semi-dress sport trousers. A representative of a fabric house reports having counted 300 pairs on men in the business section of a New England city during a recent afternoon visit.

This type of cotton "slacks" is made of fully pre-shrunk fabric. The ease and satisfactory manner in which the fabric will launder is stressed both by the manufacturers and the cutters. A range of approximately 30 patterns is offered. The cotton "slacks" are made with extra waistbands, lined, and have side buckles.

# Mill Village Activities

*Edited by Mrs. Ethel Thomas Dabbs—"Aunt Becky."*

## NASHVILLE, TENN.

### INGRAM MFG. CO.

Dear Aunt Becky:

Nashville, Tenn., is located in the garden spot of the Southeast. We of the Ingram Manufacturing Company are optimistic as to the future textile business. We have in our organization an able and efficient president, Mr. O. H. Ingram; also Mr. Ernest J. Moench, an efficient and able treasurer and manager. Mr. Ernest Jones is secretary and sales manager, and Dan R. Johnson, superintendent. We have very efficient overseers and coworkers.

We manufacture yarns, carded and combed Merino, also worsted yarns, two-ply twisted yarns, rayon, cotton and wool mixtures.

We also manufacture Ingram Colorug and bath room ensembles of many designs. We would appreciate an early visit from you. We had the pleasure of meeting your son, Mr. Ben C. Thomas, a few weeks ago—a very clever and entertaining man.

Call on us at your first opportunity.

MERINO.

## ROANOKE, ALA.

### W. A. HANDLEY MFG. CO.—REMARKABLE IMPROVEMENT MADE HERE THE PAST FEW YEARS

We have never been more agreeably surprised than when we drove up in front of the handsome office and saw the broad, well kept lawns and lovely flowers where once there was not a thing attractive.

But it was no more than natural, for Mr. J. R. Dunson no doubt had in mind the beauty of Dunson Mill grounds, LaGrange, and determined to duplicate them.

Some of the finest altheas we have ever seen are grouped artistically, red and white, double and large flowering, about the lovely lawn around the office, bringing joy to the mill workers as well as the office force.

#### HELPING PEOPLE TO HELP THEMSELVES

W. A. Handley Mfg. Co., like most all others, has found it necessary to curtail operations. The night line has been stopped, and where there was no day worker in a family, things looked gloomy indeed. And here is where Mr. J. R. Dunson, agent, has proven his executive ability and has won the gratitude of the deserving.

He does not like to rob a man of self-respect by placing him on a charity list to accept weekly supplies freely. So, he lets them work two to three days per week, cutting weeds and otherwise improving the appearance of the village, and gives them an order for groceries in pay and the order may be taken to any one of eight grocery stores in the city. One person from a family (where none of the family works on the day line) have this chance every week, and work under the direction of the village overseer. About 15 families are cared for in this way, while efforts are being made to find employment for them elsewhere. These men are not allowed to work from 11 to 2, for fear they could not stand the heat—

not having been accustomed to working in the hot sunshine.

We know three men here who have been with this mill 30 or more years. L. A. Bevis has been here the longest of any. He is village carpenter and has a lovely home right in the center of a little paradise of flowers. Mrs. Bevis suffers from muscular rheumatism, but is a sweet and gracious woman. Uncle Hamp and I were happy to be invited here for lunch and we had a delightful time with these good friends.

Superintendent H. Enloe, one of the best in his line, has been here 30 years or over, and we hope he holds the job 30 years longer.

J. C. Embrey, beamer, is another who has a record of 30 years. Mr. Embrey was our escort over the mill and was very kind and helpful.

C. G. Bramlett is overseer carding with H. M. Spivey and H. C. Benefield, second hands; J. L. Dudley is overseer spinning, O. S. Cook, second hand; W. W. Philpot, overseer twisting; B. L. Williams, overseer cloth room; T. H. Bishop, overseer weaving; C. C. Lindsay, engineer; S. W. Atkins, night superintendent.

## LAGRANGE, GA.

### GREAT INTEREST IN GARDENING AND CONSERVATION OF FOODS

Dear Aunt Becky:

You would have enjoyed our community fair at Southwest LaGrange Y. M. C. A., held in June and directed by Mr. George Weathersbee, Improvement Association manager.

While nearly every family has a good garden and takes pride in canning surplus supplies for winter, there are some, of course, who excel in this work.

Mrs. Alice Fallis can take a bottle of certo, a few cups of any kind of fruit juice and make the most fine jelly. She has even made tomato jelly. Her watermelon rind preserves would make a man love his mother-in-law, and she can make something good out of what most folks would throw away.

Mrs. C. D. Bledsoe and daughters, of 1004 Second avenue, Valley Rug Mill, have canned the most vegetables. They have canned or preserved around 25 different kinds of vegetables and fruits; they have 244 quarts and 48 pints at this writing and are still at it.

Their garden is the average size but has been well worked and has given the family all they could use of first grade vegetables since early spring.

#### TWIN-DAY SERVICE AT BAPTIST CHURCH

Aunt Becky, Sunday will be Twin-Day at Southwest LaGrange Church. Fifty-four sets of twins have been located and invited, and we are expecting a fine program. Our preacher, Rev. Goforth, sure does keep things interesting for us. We often have baptismal services for new converts, and 10 or 12 are to be baptized Sunday night. So you see we have a continuous revival of religion.

Sunday school has outgrown the church capacity. We had between five and six hundred last Sunday.

(Well! Uncle Hamp and Aunt Becky had the pleasure



of attending "Twin-Day services" mentioned above, and have never seen anything like it. The twins, over a hundred, stood up (a set at the time) and were introduced to the big audience. Two little girls were so exactly alike that when the mother introduced them she got their names changed, greatly to her embarrassment and the twins' amusement.

There's some strange motivation at work in LaGrange. In spite of the depression stores are featuring all kinds of baby supplies and toys, and Rev. Goforth is trying to get everybody interested in twins!

#### AUNT BECKY.)

WEST POINT MANUFACTURING CO.—LANETT, SHAWMUT, LANGDALE, FAIRFAX AND RIVER VIEW, ALA.

Down the Chattahoochee Valley, from West Point, Ga., to River View, Ala., is one continuous picture of beautiful textile communities populated by as fine people as can be found anywhere.

The above mills have been curtailing some, but wages have not been so drastically cut as in some places, and nobody was worrying or grumbling.

Gardens are wonderfully fine and the people are canning lots of vegetables for winter, aided and encouraged by the mills, where community canning is done under direction of experts.

We don't know of any place where there is a finer spirit of friendliness and co-operation between employer and employee than at these mills. Mr. George H. Lanier, president, merits and holds the love, respect and confidence of every one associated with his several mills. No one ever moves away—anyway, there is never a change of address to be made in our big list of subscribers down the Chattahoochee Valley.

Sleek cows range in free pastures. Fine schools and kindergartens, night school and textile classes offer golden opportunities to the ambitious.

Playgrounds, parks, fraternal orders, good churches, hotels, community houses, Y. M. C. A. and other attractions. Beautiful homes, clean streets, pretty lawns and flowers.

It is an inspiration to visit these mills and talk with the genial superintendents: R. W. Jennings, at Lanett; J. B. Jones, at Shawmut; E. R. Lehmann, at Langdale; F. B. Williams, at Shawmut, and T. J. Goggins, at River View.

"Uncle Hamp" and I visited Mr. and Mrs. John McKinney, who used to be my neighbors in LaGrange, and to say we received a hearty welcome and enjoyed ourselves, would not half express it.

### Gardens Flourishing in Mill Villages Of State

A trip through mill villages in the Piedmont section of the two Carolinas convinces one that the people in these communities are using their opportunities to good advantage in preparing for next winter.

Gardens, large and small, are planted in corn, beans, tomatoes and other vegetables. The families are eating these vegetables as they are ready and are canning the surplus for us during the winter when work may not be available and when cans of food on the pantry shelf will be greatly appreciated.

The management of the mills is aiding in this work. Some of the mills have ploughed the ground and furnished seed for their families. Others are just ploughing the ground but the mill people are spending hours working these gardens so that the crops will be just as large as possible. Wherever there is space available, that space

is being planted so that it may aid in furnishing food for the present and in the coming months.

At the Cramerton Mills at Cramerton, the mills have ploughed the land for the people and there are numerous fine gardens. At Hoskins and other mill communities of Charlotte, the same conditions are found. Rev. B. M. Crosby, pastor of Chadwick-Hoskins Methodist church, is credited with the leadership of the work in the Hoskins community. He has for weeks been working to improve conditions of the people in this and other villages. To do this, he has aided in establishment of sewing circles, in planting of the gardens, and in teaching the people to can their vegetables and fruits when there is a surplus.

At the Gossett Mills at Anderson, S. C., the mills are operating canneries for the people. In fact, all through the section, it is a revelation to notice the huge amount of splendid work that is being done.

### FRANKLINVILLE, N. C.

#### RANDOLPH OVERSEER VERY THOUGHTFUL

J. Oliver York, foreman of weaving, with the Randolph Mills, Franklinville, N. C., keeps a supply of umbrellas on hand in his supply room for the use of the employees in his department. If it happens to be raining at the noon hour or at stopping time each employee who wishes one is supplied with an umbrella. Mr. York keeps a careful record of the employees who take out umbrellas and says that he has never lost one. Needless to say the help in his department appreciate this thoughtfulness on his part.

### Canning Outfit Helps At Calhoun Falls

(By Mary H. Greene, in Abbeville Press and Banner)

Calhoun Mills at Calhoun Falls is beating the depression these days and is doing it with a small canning outfit which is running every day and storing up good things to eat for the coming winter.

This canning plant was the enterprise of the mill some years ago in co-operation with Mr. E. A. McCormac, who was farm agent for the mill. It was run for some time but never reached the successful proportions that it has this summer after a beginning made about three weeks ago. The plant is now in a small room in the main building and is run every day as long as the vegetables hold out.

Mr. W. T. Storey, superintendent of the mill, took us over the plants one day last week and told us that the outfit cost about \$160.00 and has a capacity of 300 cans a day. The people bring their own vegetables and the cost of canning is 2½ cents for a No. 2 can. A daily report is kept and exactly how much vegetables are canned and the cost is filed.

On July 27th, L. E. Brown brought eighteen pounds of vegetables to the cannery and this turned out to be 22 No. 2 cans at 2½ cents a can, the total cost being 55 cents.

Mrs. King brought 4 pounds of beets yield 4 No. 2 cans, cost 10 cents.

L. D. Morrow 7½ pounds of corn, 10 cans, cost 25 cents.

Mrs. C. G. McAllister, 50 pounds\*of vegetables, yield 15 No. 3 cans, cost 50 cents.

Many cans of blackberries were put up, being canned with sugar, just ready for pies. The mill furnishes all the sugar and salt for this canning.

## CLASSIFIED ADS.

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12,000 No. 4, Dixon One Piece saddles  
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10-in. roving cans 35 cents each  
Large quantity 4x5 and 4x6 wood head spools  
12-7x3½ Whitin speeders  
10-Hopedale fancy twisters, new attachments  
Write, wire or telephone your inquiries

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Charlotte, N. C.

### Rayon Plant Started

Rome, Ga.—The Rome plant of the Tubize Chatillon Corporation has opened one spinning machine in the acetate department for the purpose of completing the line of various sizes of the dull acetate yarn according to an announcement made by Chas. E. Baldwin, manager of the local plant. The Tubize Chatillon Corporation made up a full line of dull acetate yarns, in some six different sizes, and each of these were sent to the sales department in staples. Several of these sizes proved slightly more popular than the others, and the stock of these yarns were exhausted, so it was necessary to fill in the line, so that is why the extra spinning machine was put into action. It is not known just how long this machine will be in action. It was announced some weeks ago that the local plant was closing down the acetate unit for six or eight weeks while some mechanical changes would be made in the equipment so as to enable the corporation to manufacture both bright and dull acetate yarns.

### Alabama to Handle Output of Prison Knitting Mills

Birmingham, Ala.—The State of Alabama will not renew contracts which has just expired with the Dixie Undewear Company of New York, for the output of the undewear factory at the Wetumpka State Prison, which brought in approximately \$60,000 per annum during the past few years. Representatives of the New York concern and the State Board of Administration of Alabama were unable to reach an agreement regarding a price basis.

Request for the reduction was predicated on the fact any renewal would have to be for only a year and a half, or until the act of Congress goes into effect, known as the Hawes-Cooper bill, which prohibits the shipment interstate of convict-made or produced goods.

The factory employs 300 convicts, practically all women.

### Bemberg Resumes Work

It was learned at the office of the American Bemberg Corporation that the increase in business during the past week has resulted in a shortage in certain deniers and therefore spinning has been resumed at the Tennessee plant. The Textile Department has not been shut down at any time in recent months.



# Here are the Crucial Minutes

*... which the  
business paper  
helps to save*



"Mr. Smith," calls the secretary. The first of a line of waiting salesmen, hurriedly collecting hat and sample case, enters the buyer's office.

A ground-glass door closes behind him. The other men shift, recross their legs and settle down to wait their turn. It won't be long now.

And it won't! For the average time given to salesmen is brief—heart-breakingly brief, sometimes. In retail stores it varies between 4 minutes in department stores and 21 minutes in furniture stores, with an average for all lines of 12 minutes per interview. In industrial concerns it is scarcely longer.

Yet within those few minutes every actual sale must be consummated. Here, within the walls of one room, across one desk, and in the space of a few hundred seconds are focused the entire efforts of management, produc-

tion, advertising—to stand or fall on the result of personal salesmanship. Here are the crucial minutes when a man must sell.

And because these selling minutes are so few, so precious, it is important to save them for actual selling, to free the hands of salesmen for the important work which can only be done face to face with the buyer.

It is here that the business paper is of untold value to the manufacturer. For it reaches *in advance* the man behind the ground-glass door. In its pages can be said beforehand everything that must be said as a preliminary to effective personal selling; to get introductions and explanations out of the way; to create friendships and reputations; to clear the decks for two-fisted selling.

Because the business paper of today deals so authoritatively and constructively with the problems of its industry, profession or trade, it not only passes through the ground-glass door, but it is read, thoroughly and attentively, by the man who constitutes the manufacturer's most important single objective. His interest makes the business paper the key to saving crucial selling minutes.

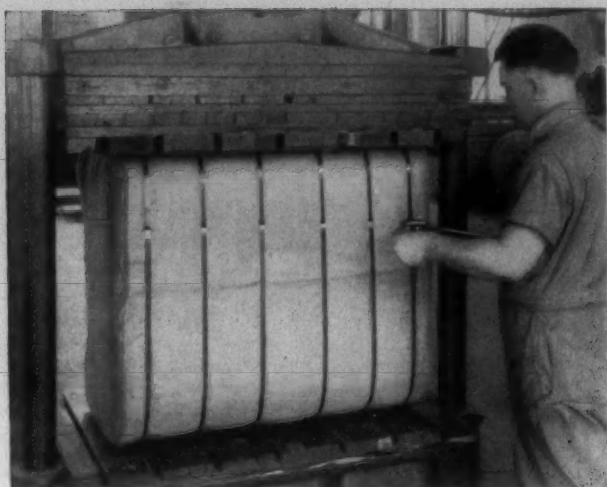


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## Stanley Eversafe -- the name of a better Bale Tie System

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2. Round Safety Edges and Ends on Stanley Eversafe prevent cuts and scratches and speed up baling operations.
3. Stanley Eversafe Ties "Coiled Double" save just half the time in uncoiling and measuring.
4. The Satin Finish on Stanley Eversafe gives you smooth, clean ties to work with.
5. Made of Stanley Steel, Stanley Eversafe Ties are of uniform gauge and tensile strength to insure the greatest efficiency.

*Let us prove to you these statements*

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Bale Ties and Seals**



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— but never too  
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